

Business gifts
and awards for
CHRISTMAS
and all the year

Sales Management / THE MAGAZINE OF
MARKETING

For employees
For customers
For anniversaries
For incentive programs
For openings and shows

A BILL BROTHERS PUBLICATION

SEPTEMBER 10, 1958

TWO DOLLARS

So smart to give...



so welcome to receive

FLEISCHMANN'S PREFERRED BLENDED WHISKEY • 90 PROOF • 65% GRAIN NEUTRAL SPIRITS • FLEISCHMANN'S GIN • 90 PROOF • DISTILLED FROM AMERICAN GRAIN • THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK CITY

CORPORATE GIFTS in a wide selection, individually packaged in Tiffany gift boxes.

Retail prices are shown, corporate discounts on request. For details and illustrated brochure, call or write Mr. Frank Fredericks, Corporate Gift Department.

 <p>Sterling saccharine bowl and tongs, 8.</p>	 <p>Old-fashioned glasses, 12 dozen</p>	 <p>Six sterling demi-tasse spoons, 16.</p>
 <p>14 karat gold cuff links with sapphire, 28.</p>	 <p>Sterling Revere bowl, 16.50</p>	 <p>Six sterling canape picks, 7.50</p>
 <p>Sterling letter sealer, 6.</p>	 <p>Crystal cocktail mixer, 10.</p>	 <p>Sterling bookmark, 5.</p>
 <p>14 karat gold tie clasp, 14.50</p>	 <p>Sterling key ring, 4.</p>	 <p>Sterling bar knife, 8.</p>

Sterling letter opener, 10.



Prices for gold and silver articles include federal tax

TIFFANY & CO.

727 FIFTH AVENUE • NEW YORK 22
PLAZA 5-8000

SEPTEMBER 10, 1958

3 EXTRAORDINARY GIFT IDEAS

The Hostess Salver & Tray Rack



An impressively beautiful creation that will be prized! The Hostess Salver is made of half-inch selected solid Brazilian Mahogany . . . a happy combination of beauty and hand "utility" features. The set (16" x 21") has an eight-place glass holder, tray space for hors d'oeuvres . . . a long-life formica bottom, Prima Vera design, that won't burn or show alcohol stains . . . brass-fastened . . . carved hand grips for easy carrying. The folding Tray Rack is solid mahogany (30" high). **Complete \$24.25**

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What's coming in the weather? An unusual gift suggestion is available in this combination Stormoguide Barometer. It is a jewel-like piece, with Thermometer and Hygrometer mounted on a superbly finished Brazilian Mahogany plaque, 5 1/2" x 11 1/2".

Price \$15.75

SPECIAL! Order early and enjoy the 10% discount of quantities of 10 or more.

Kolb
SPECIALTY COMPANY, Inc.

*Superlative Creations in Cabinets
and Fancy Wood Work*

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Sales Management

SEPTEMBER 10, 1958

VOLUME 81, NO. 7

B u s i n e s s G i f t I s s u e

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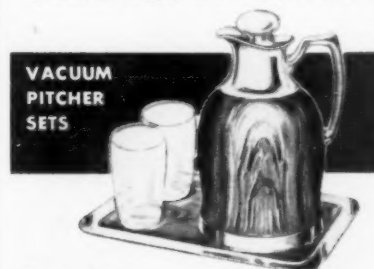
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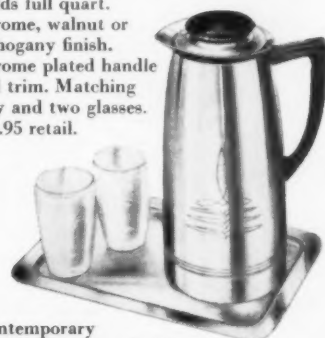
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give the finest...
GIVE UNIVERSAL!



"GOTHAMITE"
NEW UNIVERSAL EXCLUSIVE—Striking black and white "petit point" case with two Universal Pour-Easy quart vacuum bottles, each with four nested cups. Enameled metal sandwich box. No. 9995—\$12.95 retail. No. 9996, same, but with quart vacuum bottle and quart food jar, \$12.95. Other Universal sets, \$12.95 to \$29.95 retail.



Classic design. Holds full quart. Chrome, walnut or mahogany finish. Chrome plated handle and trim. Matching tray and two glasses. \$29.95 retail.



Contemporary design. Wide mouth, 24-ounce capacity. In chrome, mahogany, walnut or brass finish with matching tray and two glasses. \$19.95, brass, \$21.95 retail.

Special Discounts on Quantity Orders
WRITE DIRECT, DEPT. M.

UNIVERSAL
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

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that Pay Dividends



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Pens and Pencils

Since 1846

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That kind of gift is a superb Cross Century pen and/or pencil. Unparalleled for performance, the slender, perfectly balanced Cross writing instruments are guaranteed to work forever. Distinctive in every detail, precision-made, handsomely gift packaged . . . you cannot give a finer, more appreciated gift. At better stores everywhere. Write for Business Gift Folder.

Company emblems may be attached and/or names or initials engraved.
14 karat and 12 karat gold filled — sterling silver — lustrous chrome.

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Tires, TBA-Merchandising.

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SALES MANAGEMENT

—make the man happy

There's not a man alive who doesn't either golf, or fish, or travel. So let's touch the man where his heart is. Include a generous bonus of Stuckey's fine pecan products for his family to enjoy — you've got it made! We mail for you or ship direct to you. Timely arrival guaranteed.



FOR YOUR GOLFING FRIENDS. Replace his old 'beat-up' duffel bag with a real nice one. This nationally advertised 20-inch Atlantic carryall is made with a tough, handsome Viscose fabric, Vinyl bindings and has a moisture-proof liner. Separate waterproof pocket with side zipper for soiled clothing, shoes. Your friends will love the impressive assortment of tasty nuts and candy, and the bag will be a frequent reminder of your thoughtfulness.

AS PICTURED ABOVE. Golfer's bag contains two vacuum tins of Stuckey's Toasted & Salted Pecans, two tins Toasted & Salted Cashews, 1-lb. Stuckey's Pecan Log Roll and 5 lbs. of our choice new crop Papershell Pecans.

Gift No. AB-9, delivered, \$19.95

SAME FINE BAG—packed with 10 lbs. of our choice Papershell Pecans. A lot of mighty fine crackin' and nibblin'.

Gift No. AB-4, delivered, \$14.95

FAMOUS "GRASSHOPPER" FLIGHT BAG. Perfect 18-inch overnighter smart as an airline hostess. Body is 100% Nylon, bindings of sturdy Vinyl. Imported Tucktite lock secures side-opener. When friends unzip this sleek Atlantic luggage and see the grand collection of Stuckey's delights inside, big thanks are coming your way.

AS PICTURED BELOW. Contains 1-lb. Pecan Log Roll, box our Old South Assortment of Pecan Candies, 4 vacuum tins, one each of Mixed Nuts, Sugared & Spiced Pecans, Toasted & Salted Pecans, Pecan Brittle.

Gift No. GH-18, delivered, \$18.95



BIG CATCH FOR FISHERMEN! Equally prized by others because this 15-inch metal tackle box makes a dandy home repair tool kit. Contains 4 individual Stuckey's Pecan Logs, 2 bags shelled nuts, box each our creamy Chocolate & Maple Pecan Fudge, Chocolate Pecan Fudge, Coconut Patties, scattering of Papershell Pecans, 2 weedless lures.

Gift No. TB-1 delivered, \$10.95



Stuckey's

World's Largest merchandiser of pecans and pecan products

STUCKEY'S, INC., Dept. SM, Eastman, Ga.

- ☐ Ship direct to us gifts listed on our letterhead attached.
- ☐ Ship gifts to our friends as specified on attached list.
- ☐ Send your 1958 Christmas Brochure Pecans, Candies, Gifts.

Firm _____

Address _____

City _____ Zone _____ State _____

Name of person ordering _____

- ☐ Check enclosed.
- ☐ Bill us (open account to rated firms)

What



SALES MANAGEMENT

Happened the Day You Were Born

Tex McCrary, Inc., New York, answers the question with this really personal New Year's "card."

First the public relations firm gathered the birthdays of its business friends. Then a photostat of the front page on each recipient's birth date was prepared. Accompanying message read:

"This is where you came in . . . On your birthday, this is how the world looked to the editors of a great newspaper which has covered leaders from Lincoln to Eisenhower."

"As we continue to deal with the front page in the year to come, we wish you a Happy New Year. . . filled with headlines of peace on every front page."

Example reproduced here is for March 13, 1905. Russo-Japanese War was biggest news. Smaller headlines were rather tame, but keenly interesting to a man who entered the world on that date. Different dates would show more, or less, exciting events.

Original New Year greetings went out in 1957. Many were framed and hung in recipients' homes and offices. So last January 1 McCrary followed up with Page 1 facsimile datelined, "The Day You Came of Age." (Here, March 13, 1926.) Between 1905 and 1926 the *Tribune* and *Herald* had merged.

McCrary found it easy to photostat an anniversary front page for anyone on its list: Files of the present New York *Herald Tribune* go back to the first issues of both papers. The *Herald* was founded in 1835; the *Tribune* in 1841. Hardly a man is now alive who is older.

The idea, of course, could be adapted by other companies in other cities.



Gifts for the home

are treasured throughout the years

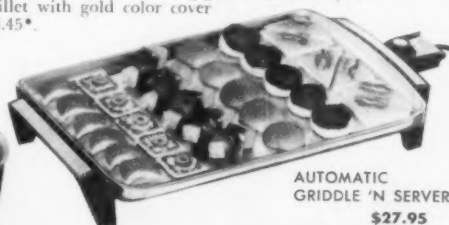


11"
AUTOMATIC
SKILLET



West Bend's Automatic Heat Control appliances offer the beauty of gold 'n black accents — and the cooking magic of "balanced," even heat. You need only a single control. It operates Skillet, Sauce Pan or Griddle — so you save \$5.95 whenever you purchase an additional Cook 'n Serve appliance. They're all completely immersible, too. Skillet with polished aluminum cover (illustrated) is 11" x 11", holds 3 3/4 quarts. Roasts, fries, pan broils, bakes, simmer-serves. Sculptured "gunstock" handle, all 'round pouring lip and cooking guide. \$16.95* (with control, \$22.95*). Skillet with gold color cover \$17.45*; including control \$23.45*.

AUTOMATIC 3 QT. SAUCE PAN
\$18.95



AUTOMATIC
GRIDDLE 'N SERVER
\$27.95

24 CARAT
GOLD
PLATED

FLAVO-MATIC Coffee Maker

Elegant gold! America's favorite coffee maker — more beautiful than ever. In genuine 24 carat gold plate. A classic beauty with ivory plastic trim. Fully automatic. New, unique "serving eye" signals when coffee's ready to serve. \$24.95



BUFFET-PATIO SERVER
\$6.95*

OTHER WEST BEND FAVORITES



Stainless Steel
4 qt. ICE BUTLER
\$12.95



Stainless Steel
With Copper Bottom
TRIG TEA KETTLE \$4.95


WEST BEND ALUMINUM CO.
DEPT. 24 ; WEST BEND, WISCONSIN



gift giving Select-A-Gift®

the plan that honors
the recipient
with the privilege of
SELF-SELECTION

*Recipient receives
handsome
presentation greeting
expressing sentiments
of the season,
custom-printed with
the name of the donor.*



*Gift selection is made
from beautifully rendered
full color booklet which is
tucked into the presentation greeting.*

is a challenge... is the answer!

Most American companies and corporations distribute Christmas gifts as standard procedure. Unfortunately, it is a custom that has, through the years, steadily lost direction and intention due to usual giving and inevitable duplication. Millions of dollars are wasted each year on gifts that fail to bring the spirit of Christmas or create hoped-for "good will". That's why more and more tactful executives who are interested in restoring thoughtful meaning to what has become an empty gesture are turning to...

Select-A-Gift! the ultimate in executive gift giving

Select-a-Gift is *your personal* assurance that your offering will be needed, wanted and appreciated because each recipient makes *his own personal* selection. You owe it to your own peace of mind... your giftee's state of mind... to investigate the many advantages of using Select-a-Gift for everyone on your gift list this year.

YOU SELECT THE PRICE — \$2 to \$150

Magazine subscription gift plans start at \$2; merchandise gift plans start at \$3.

THE RECIPIENT SELECTS HIS OWN GIFT

Your giftee receives a beautiful presentation greeting custom-printed with your name, together with a handsome booklet containing subscription choice of more than 50 of America's most popular magazines and 24 different top quality, brand name gift items from which he makes his selection. There is a booklet for every price category but PRICES NEVER APPEAR ANYWHERE.

SELECT-A-GIFT HANDLES EVERYTHING

As soon as we receive the gift order from the recipient, we deliver the gift selection (anywhere in the FREE world), appropriately packaged. Every detail is handled with utmost finesse and dignity... a credit to your own good taste... a reflection of your own good will.

OUR REPUTATION DEPENDS ON YOUR SATISFACTION

There are no hidden or extra costs with Select-a-Gift. The single price includes custom-printing, presentation greetings and gift distribution. YOU pay nothing but the price of the gift... THE RECIPIENT pays nothing at all. It will PAY YOU to find out more about this unusual way to solve your gift-giving problems. Fill in and mail coupon today!

SELECT-A-GIFT UNCONDITIONALLY GUARANTEES the quality of every item and the "perfect condition" arrival of every parcel delivered. We take full responsibility for the satisfaction of the donor, as well as the recipient.

Select-A-Gift

Division of EBSCO Industries, Inc.

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San Francisco, Cal.	Juniper 4-6628	New York, N. Y.	Worth 2-0340
San Antonio, Tex.	Lehigh 3-1229	Chicago, Ill.	Flanders 8-3044
Red Bank, N. J.	Shady Side 1-4300	Staten Island, N. Y.	St. Geo. 7-0174

Select-A-Gift

1st Ave. No. at 13th St., Birmingham 3, Alabama

Please send me a complete sample kit. I am interested in the following gift denominations: (please check)

\$2 \$3 \$4 \$5 \$7.50 \$10 \$15 \$25 \$40 \$75 \$150

☐ Magazines only ☐ Merchandise

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Title _____

Firm name _____

Address _____

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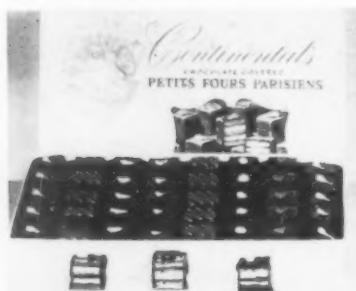
State _____

RIGHT FROM THE START
THEY'LL KNOW THAT
YOUR GIFT OF

Original

PETITS FOURS
PARISIENS

Is Something SPECIAL



CHOCOLATE PETITS FOURS

Incomparable Petits Fours Parisiens have a reputation for making—and keeping—friends. These luscious cakes—made from a secret old-world recipe—surprise the palate with their delicious tastes. (They're a favorite with gourmets everywhere). And because they are something special, they simplify your gift problem: Everybody welcomes them. Only the purest ingredients are used; they stay fresh, ready to serve, for many months. No. MPC, 40-piece, 20-oz. unit in beautiful box, \$3.10 delivered.

PASTEL PETITS FOURS

For an added touch of festive elegance, choose a pastel assortment—a treat for the eyes as well as the palate. Perfect for high-lighting gracious hospitality and adding a regal accent to the finest table setting. No. MPP, 40-piece, 20-oz. unit in beautiful box, \$3.25 delivered.

PARTY SLEIGH



Festive Petits Fours ensemble that says to everyone on your list: "Especially for you". Includes 20-oz. box of Chocolate Petits Fours Parisiens, 10-oz. box of Pastel Assortment—topped by fetching 10" lacquered wicker sleigh with metal liner holding gay seasonal corsage. No. MPS. \$6.95 delivered.

20-page full-color brochure of "Connoisseurs' Choice." Gifts sent on request.

We ship direct, postpaid, anywhere in the United States. Send us your list and gift cards.

CONNOISSEURS' CHOICE, INC.

Dept. 711, Box 6, Long Island City, N. Y.

REFERENCE: The Chase Manhattan Bank, 26-27 41st Ave., Long Island City 1, N. Y.

Postmarks That Say "Merry Christmas!"

A gift mailed from four tiny towns gets a big welcome even before it's opened. For their names convey the true holiday spirit.

UnCLE Sam can add distinction to your gifts.

He does it by postmarking them "Noel," "Christmas," and "Santa Claus" — names of actual towns. The cost is insignificant; the effect is delightful, and long-lasting.

Companies with mass mailings may use the holiday postmarks in two ways: 1. Send it by parcel post to the postmaster with a money order for postage. The postmaster will stick on the stamps and remail. 2. Send mail that is already stamped. It will be cancelled and promptly remailed.

More than 300,000 pieces of mail arrive in Christmas, Fla., for this service each year. They come from every state and overseas. So far the largest foreign order was a batch of 200 letters from Switzerland.

Generally the tiny post office handles more mail on a day in December than in all the other months put together. Some of it consists of packages bought by tourists from the town's Goodwill Gifts Co.

Christmas, Fla., near Orlando, is the oldest but not the largest Yuletide community in the 48 states. Its "business center" is modest . . . two groceries, two gift shops, the school, a lunch stand, and the post office. The 300 residents are mostly cattle ranchers and citrus growers.

Army troopers and settlers built "Fort Christmas" on a Christmas day some 120 years ago to ward off attacks by Seminole Indians. A forest fire later destroyed the log stockade, but the settlers stayed. When the post office was established in 1892 the word "Fort" was dropped.

At Noel, Va., December is a busy season, too, for Mrs. Percie L. Anderson, postmistress. Her office

normally serves 25 families. At Christmas volume skyrockets, "It comes from everywhere," she says, "and last year broke all records by double."

In addition to the ordinary postmark, she hand-stamps a red design of angels, stars, and candle on each piece. "Everyone seems to love this added feature."

Mrs. Anderson is well accustomed to holiday avalanches. She helped her mother during the latter's 45 years as postmistress, succeeding her in 1937. Mr. Anderson, a retired C. & O. engineer, lends a hand at the peak season.

John R. Noel owned the plantation through which the first rails were laid in the 1850's. (He was Mrs. Anderson's great-grandfather.) At that time locomotives with wide-topped smokestacks took on wood and water at "Noel's Station."

Lee and Grant fought a brisk skirmish there in 1864. Minié balls from the battle are still found in the fields near by. The war put an end to Noel's chance of rivaling Richmond, Va., 25 miles away.

Today's trains stop to deliver mail. For pickups, usually a mail crane snatches off bags as the cars roar past, and the Andersons wave to the engineer.

Noel, Mo., "The Christmas City in the Ozark Vacation Land," gets more than 500,000 letters and packages for remailing before December 25. One company sent 10,000 greeting cards in 1957. A green Christmas tree and the Chamber of Commerce slogan is stamped on them all. Most of the 800 citizens take a turn stamping.

The advertising, they believe, is resultful. Noel, in southwest Missouri on Elk River Lake, has 40

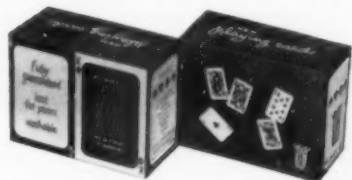


The topic of conversation each time your business friends entertain
Your thoughtful gift of **KEM PLASTIC PLAYING CARDS**

Your company name or trade-mark can be silk-screened on the case — keeps your name before your business friends for years.



Our cards are packed in a strong black plastic case — with a lacquer-red, black, and white protective shell.



"We've been using our Kem Cards for the past 9 years. As people come to our house to play cards, they comment on our 'new' cards." ... from a satisfied KEM user.

WHY IS KEM THE PLAYING CARD ENJOYED BY EVERYONE?

Made entirely of the toughest of all plastics, **Kems** have an amazing durability. You can shuffle them for hours...for days...for months. There is never a bent corner or broken edge.

Kem's hard-lacquer finish sheds moisture and dust. They stay clean, crisp, flexible...and can be washed whenever necessary. In fact, you can wash an entire deck in minutes simply by wiping each card with a damp cloth and mild soap.

Our extensive replacement department is always at your service. A lost Queen of Hearts — or any other card in the deck — can be replaced immediately.

Your business gift of **Kem Plastic Cards** is fully guaranteed for quality of material and workmanship. A registration card is enclosed with each double deck.

If you are looking for a practical gift which will be perfect for everyone on your Christmas list, you'll find **Kem Cards** the ideal choice.



(Roses, Guiding Star, Harvest)

The beauty of Kem Playing Cards is a combination of original designs, precision-printing, and craftsmanship. These three patterns, for example, were painted for us by Ethel Parsons Paullin. They are printed in rich colors and are produced under strict quality control. The retail price is \$7.50.

for a complete catalogue, samples, and prices, write

KEM PLASTIC PLAYING CARDS, INC., 595 Madison Ave., New York 22, N. Y.

12



Parker 61 Pen—The pen that fills itself by itself.
\$15 to \$27.50 Retail.



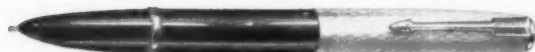
Parker "51" Pen—More sold than any other quality fountain pen. \$10—\$18.75 Retail.



Parker 41 Pen—The moderately-priced pen with many extra-quality features. \$8.75 Retail.



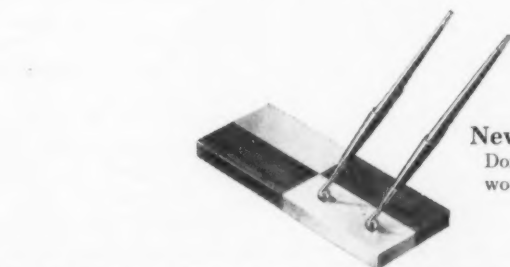
Parker Super "21" Pen—The low-priced Parker worth dollars more. \$5.00 Retail.



Parker Debutante Pen—Delicate filigree on cap—feminine colors. \$6.00 Retail.



Sets available with matching mechanical pencils from
\$8.95 to \$40.00.



New Parker Desk Sets
Dozens of handsome designs,
wood-aluminum, onyx, and
jet crystal. \$10.00—\$100.00



Insignia T-Ball Jotter* Pen—All gold plate.
\$12.50 Retail.



Custom T-Ball Jotter Pen—All metal.
\$2.95 Retail.



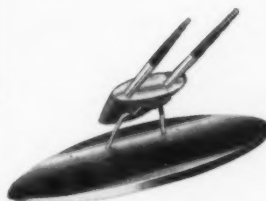
New Parker Partners Set—T-Ball Jotter Pen
and matching Parker Mechanical Pencil. \$3.75 Retail.



Deluxe T-Ball Jotter Pen—Metal cap action
instead of button. Attractive Christmas package.
\$2.45 Retail.



Special T-Ball Jotter Pen—Attractive Christmas package. \$1.95 Retail.



**Parker T-Ball
Jotter Desk Sets**
\$2.95—\$12.50 Retail.

Many other models available. Practically endless variety of colors. Complete selection of point sizes.



The Parker Pen Company

MAKERS OF THE WORLD'S MOST WANTED PENS

*PARKER AND JOTTER ARE REGISTERED TRADEMARKS AND T-BALL IS A TRADEMARK OF THE PARKER PEN COMPANY
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SALES MANAGEMENT STUDY REVEALS:

Gifts for the family rank first ... make up 77.8% of all business gifts!

HOWE Folding Tables are ideal family gifts. They are strong and rigid, fold and unfold easily. Nationally known because they are sold in better stores everywhere. For free, new GIFT CATALOG and inspection samples, mail coupon below. Act now!



MODEL TAT

New HOWE Folding Tray-Table!

A flick of a finger turns this fine tray into a sturdy-legged table. Hardwood throughout. Brass-plated molding gallery and handles. 18" x 24"; 19½" high; folds to less than 3". Hardwood throughout. Heat- and alcohol-resistant top. Black plywood with black legs. 1 to carton ... Retail price, \$24.95.

Black or white Formica with black legs or mahogany-grained Formica with mahogany-finished legs. Alcohol-proof, heatproof. 1 to carton. Retail price, \$29.95

MODEL TAT

Space-saving HOWE Rak-O-Tables!

Firm, dependable, solid. Hardwood throughout. Well-made rack has hand rail at top. Table open: 15" x 18"; 25" high. Fits comfortably over lap. Black or white with gold striping or mahogany finish. Alcohol- and heat-resistant. 4 tables and rack to carton ... Retail price \$39.95.

Packed 2 tables and rack to carton. (50 units or over) ... Retail price, \$22.50.

Also available with Formica plastic tops on quantity orders. Prices on request.

MODEL RTH

MODEL RTH 2

MODEL RTF

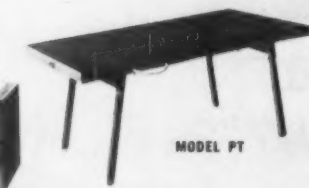


MODEL WV

All-purpose HOWE Folding Table

For games, trays, typewriter, movie projector, portable sewing machine, snacks, writing, many other uses. Folds to 3½". Hardwood throughout. 16" x 28"; stands 27" high. Choice of 3 finishes: Black with gold striping, mahogany or maple. 1 to carton ... Retail price, \$19.95.

MODEL WV



MODEL PT

HOWE Folding Picnic Table!

Opens and closes AUTOMATICALLY! For indoors and outdoors: beach, camping, barbecues, picnics, other recreational uses; ideal for children at mealtime, viewing TV, playing games. Sturdy carrying handle. Folds to 3". Hardwood. Tempered Masonite top, clear lacquer finish. Rust- and corrosion-resisting cadmium-plated hardware. Open: 18" x 32"; 12½" high. 1 to carton ... Retail price, \$9.95.

MODEL PT



MODEL HST



As a Tray!

As a Decorative Wallpiece!

HOWE Good Luck Tray-Table.

A GOOD LUCK gift. Legs unscrew in seconds, table does extra duty as a tray or decorative wallpiece. (Has hanging fastener on underside.) Hardwood throughout. Alcohol- and heat-resistant finish. Wonderful for entertaining. Saddletone or hunter red with black. Metal horseshoe nail studs and bright metal, stirrup-shaped handles. 15½" x 16" (plus handles). Stands 18½" high. Packed 1 to carton ... Retail price (with legs), \$19.95 (without legs), \$17.50.

MODEL HST

HOWE Folding Tables drop shipped at nominal charge
Substantial discounts from retail prices now available!

FREE!

Send for free, new HOWE GIFT CATALOG containing complete line and inspection samples of HOWE folding tables.



If it folds—ask HOWE

HOWE FOLDING FURNITURE, INC., Dept. S-98
One Park Ave., New York 16, N. Y.

Send me the following tables for inspection:

TAT ☐ RTH ☐ RTF ☐ WV ☐ PT ☐ HST ☐

Send me your free, new HOWE Folding Tables Business Gift Catalog ☐

My Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

motels. Tourists are the largest "industry," plus the Ozark Mountains Folks Doll Factory. With 257 days of sunshine, it's a place to "dress as you like and have a real good time" hunting, fishing, swimming, boating in "crystal-clear waters."

Possibly the Missouri Noel is a distant cousin of Noel, Va. In 1896, when the post office was named, it honored "Uncle" Bridge Noel, a leading landowner. He may have been related to the Old Dominion family.

Santa Claus, Ind., apparently shoulders the largest sack of Yule mail: more than four million pieces a year.

The southern Indiana village counts up 250 residents. Growth since it was named has lagged. On Christmas Eve 1852 its pioneers gathered in the church to pick a designation. Various suggestions were made, and voted down. Browns were knitted in thought.

Suddenly the door flew open and red-suited St. Nicholas jingled in, ahead of his proper cue. His mistiming, however, inspired the community elders. They wrote Washington: "We want to be Santa Claus, Ind."

In the 1930's the town's Christmas mail towered mountain high. Postal authorities growled, "Inefficient. A giant for one month, a midget for the rest of the year. Santa Claus post office should be abolished."

Hoosiers ripped and snorted. Eliminating their cherished postmark would be as outrageous as slugging Santa himself. Washington relented. But, the P. O. Dept. ruled, no other U. S. town could ever be called Santa Claus.

After Ripley's "Believe It or Not" cartoon featured the hamlet, children began to write to Santa Claus, Ind. Postmaster James F. Martin answered them in St. Nick's name. Soon the chore was more than he could manage. The local American Legion stepped in.

Currently no child's letter is unanswered if it contains a legible name and address.

Half a million people annually visit the adjoining "Santa Claus Land," a 40-acre park and playground for children. Live reindeer, miniature railways, a doll collection, and other exhibits are presided over by Santa—even in July.



SOLVE YOUR GIFT PROBLEM NOW AND FOR THE NEXT 6 YEARS!

ONE CONTROL MASTER RUNS A FAMILY OF APPLIANCES

This Christmas give the lucky people on your gift list the magic of automatic controlled heat cooking. The Presto Control Master runs a family of submersible appliances—senses the temperature of food and automatically adjusts to hold heat constant for perfect dishes time after time.

Next year, add other appliances operated by the same \$6.95 Control Master. Since those on your gift list will already have the Control Master, you save \$6.95 on each of next year's gifts . . . and save each year you send Control Master Appliances.

Write or wire now for complete details of all 7 appliances!



Presto Control Master \$6.95†

PLUGS IN to cook automatically by controlled heat.



DETACHES so each appliance washes completely, safely under water—handles and all!

THEY ALL WASH COMPLETELY UNDER WATER... HANDLES AND ALL!



9" x 9" Fry Pan

Jumbo 9" x 15" Griddle
Holds heaps of pancakes! \$16.95†



Large 11" Size

\$12.95†

Giant 12" Model

\$16.95†

Square shape for greater capacity.



SPECIAL COMBINATION GIFT IDEA!



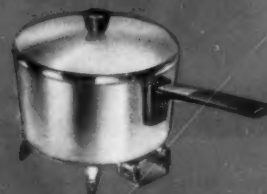
Hostess Set includes a Control Master, a Large 11" Fry Pan, a Dutch Oven, and a Control Master Wall Bracket. \$37.85 value . . . now specially priced at \$35.95†



Pressure Cooker
Complete meals in 5 minutes! \$19.95†



Dutch Oven
Stews, roasts, bakes, steams! \$17.95†



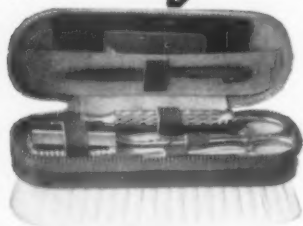
Sauce Pan
Food won't burn, stick, boil over! \$13.95†

WRITE OR WIRE TODAY!

NATIONAL PRESTO INDUSTRIES, Eau Claire, Wisconsin
Makers of Presto Cookers, Canners, and Submersible Electric Appliances.
† Manufacturer's recommended retail price. Fed. tax included.

To show that you
really care, give

BURNS Gifts



Highly practical travel brush kit

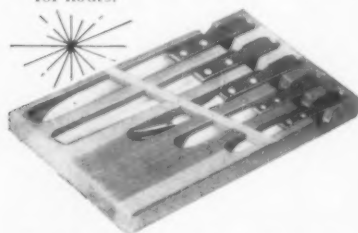
Complete assortment of toilet needs
in compact leather case attached to
an efficient clothes brush.



Only
\$2.00

Big 2½ qt. capacity insulated ice bucket

Good looking hammered aluminum,
fiberglass insulated to keep ice cubes
for hours.



Combination slicing board— kitchen cutlery set

Heavy maple block serves as hand-
some rack for Burns Serrated Cut-
lery and as a slicing board.

Write for full catalog illustrating
complete Burns line of cutlery sets,
barometers, binoculars, cigarette
lighters and other practical, attrac-
tive executive gift items from \$1.50
to \$20.00.

BURNS

Mfg. Co., Inc.
Dept. SM
Syracuse, N. Y.

M

int Julep: Kentucky Style

When Colonel Cobb mixed the king of drinks, strong men
grew misty-eyed. The colonel was a simon-pure genius,
sure as you're bawn.

Several pages farther on
you'll find an article, "Water
of Life." It deals with whiskey, a
beverage man has been imbibing,
discussing, and writing about for
many centuries.

Among the myriad sours, tod-
dies, high- and low-balls, one for-
mula has a unique place. No other
drink has aroused such printed ad-
miration. No other has stirred such
fury. Duels have been fought over
the question: to bruise or not to
bruise the mint leaves.

Marylanders, regiments of Vir-
ginians and Carolinians make a
julep with straight rye. Kentucky,
Texas, the Deep South decree bour-
bon. Visitors in any state lip-smack
that whichever they are sipping
right then is the best.

Made with rye or bourbon, the
julep has been hailed in verse and
poetic prose. Kentucky, birthplace
of bourbon, has also produced the
sweetest singers of the julep's glory.

Of this noble band, the late Irvin
S. Cobb stood in the forefront. A
Paducah native, he was an author
equipped for the task by ancestry
and personal conviction. Lean back
and listen while Cobb describes a
down-yonder julep in days of yore:

He was one of your old-school
julepists, this uncle of mine. With
him, building a julep was a majestic
rite, a solemn ceremonial; and go-
ing about the preparations he was
every bit as serious as a Grand
Lodge funeral.

He lifted the spoon with a ritual-
istic gesture. There was something
pontifical in his very approach to
the sugarbowl. The sideboard be-
came a high altar, the demijohn a
sacred vessel.

But presently, as he fussed and
manipulated, as the snowy rime
formed on the silver goblet, and the
ice tinkled like sweet, small temple
bells, poetry entered into the wor-
shipful proceeding—poetry and ro-
mance and snatches of bygone vi-
sions.

You caught the plunk of the
banjo and the melancholy throat-
iness of some Afric chant drifting
from a whitewashed log cabin across
damask tobacco patch and shimmer-
ing hemp-field. You seemed to be-
hold the cardinal bird, weaving in
and out, like some living bright
shuttle, through the hackberry's fol-
iage.

You glimpsed a pretty girl with a
moss-rose at her breast and a dim-
ple in her cheek, where she leaned
against a porch pillar of an old red-
brick homestead set on the crest of
a rolling hill.

You watched the fat cows splash-
ing in a shady creek, and waved to
a thoroughbred colt cavorting in a
knee-deep pasture, and nodded to
an old black stable-boss half asleep
in his shade-dappled dooryard.

And you sent your best wishes
after a sunburnt youngster on a
single-footin' hoss racking down a
sandy road for to see his true love.

SALES MANAGEMENT

Cheese

adds pleasure to holiday parties...



Give Cheese this Christmas!



SEND TODAY FOR COMPLETE INFORMATION

Up in cheese country, they still make it a point to set aside the finest cheeses of all for Christmas giving. These hand-picked cheeses are patiently aged and cured the good old-time way. The result—superb cheese, perfect for holiday parties. Everyone on your list would enjoy a gift of fine cheese. Send coupon today for illustrated folders.

AMERICAN DAIRY ASSOCIATION — Chicago
Representing the dairy farmers in your area

Gift of Cheese
Post Office Box 8530, Dept. 5
Chicago 80, Illinois

Please rush free illustrated literature and
prices of specially packaged Cheese Gifts.

Name _____

Address _____

City _____ Zone _____ State _____

Business Gifts

- WHO
- WHERE
- WHEN
- WHAT
- WHY

SALES MANAGEMENT Seventh Annual Survey
Covers 1,040 Companies

Sales of business gifts and awards surged ahead in 1957. They will continue at about the same fast pace this year.

The seventh annual survey of this phase of public relations brought returns from 1,040 cross-section corporations. Their executives report:

81.3% (846 companies) use gifts and incentive awards.

18.6% (194) do not.

78.6% (656 companies out of the 846) spent the same or more in 1957 than in 1956. Only 21.3% (178) spent less.

77.4% (648) plan to spend the same or more this year.

Asked to total their 1957 investment in good will, 622 companies put it at \$3,710,395—an average of \$5,604.

One company spent \$50 for gifts to customers. Another plunked down \$180,000 for gifts to employees and corporate friends, and salesmen's merchandise incentives. Two Lincoln cars (prizes in a contest) were the most expensive products mentioned. Many firms gave only a Christmas ham or turkey.

Because the amounts vary so widely from company to company, the "average" may be somewhat misleading. But from the stack of questionnaires two facts clearly stand out:

1. The market among SALES MANAGEMENT readers alone totals at least \$100 million a year.

2. Business gifts hold a secure place as sales reinforcements, and as adjuncts of employee and public good will.

While the nation's demand for gifts and awards adds up to a nine-figure minimum, that sum is a small fraction of sales volume. (The national bill for advertising may top \$10 billion this year.) Per customer and per employee it is tiny indeed.

C. T. Smallcomb, president, Smallcomb Electric Co., Los Angeles, says: "Customers' gifts are a token of our appreciation for *past* favors. Good will is 'bought' only through quality and service. Our gifts could not 'buy' all the friends we have."

"Gifts are our best form of advertising," declares the sales manager of an Ohio plant.

Hubert F. Green, sales manager, Speedways Conveyors, Buffalo,

N. Y., adds: "Gifts at Christmas, at anniversaries, and in contests create friendliness that is an intangible asset in employee and salesman relations with the corporation."

Their views are representative of many firms composing the 81.3% majority with a gift policy. In the 18.6% minority are vigorous opponents of any type of gifts and incentives. Further, some members of the majority have misgivings about the policy they follow.

Pattern Is the Same

With a few exceptions the pattern of corporate giving matched the lines of previous surveys. Major differences:

1. "Customers only" gifts rose from 21.5% in 1956 to 48.1% last year. The percentage was 41.5 in 1955.

2. Gifts at "Christmas only" also advanced in popularity. But the trend continues for gifts at Thanksgiving, birthdays, etc. Gifts at "both Christmas and other times" and "only at other times" were 46.9% —a 6% rise over 1956.

3. Hams rooted out turkeys and fruit to become the most favored food. Liquor, though, kept its lead as the most-mentioned single product. Pens and pencils registered gains. Choose-your-own catalogs for both gifts and incentives were also used to a greater extent.

Presents to be enjoyed by the whole family outsold all others, as in every former survey.

Slightly more than 38% of the

respondent companies gave merchandise, not cash to employees. Such gifts have a dual purpose.

First, they are an attempt to escape the impersonality that often hampers operations today, especially in big companies. A basket of exotic delicacies, an item for the recipient's daily use, an unusual novelty, seem more thoughtful than the crispest greenback or duly countersigned check.

"Management here takes time to be personal," says a New England v.-p., sales, "we are not just 'personnel.' That attitude permeates all ranks of our staff. Call it a touch of paternalism, if you will. We call it common sense."

Second, corporate presents are possibly the only way to defeat inflation. Bulk buying enables management to be generous as well as thrifty at one and the same time. The economics are obvious:

A shopper for 12, 100, or 1,000 items commands a better price than a shopper whose sales slip reads, "1/12th doz." Quantity discounts, of course, are almost universal. Makers and sellers pass along the savings of orders to the consumer.

Consequently George Employee's cheese assortment is heavier and contains more varieties than if he bought it with a year-end bonus. The traveling bag is a "de luxe" and not a "standard" model. In his opinion, "The Company certainly treats us right."

Platoons of personnel experts and barrages of pep talks could do no more.

Several respondents to the survey pointed out still another advantage that merchandise gifts have over cash: Taxes must be paid on cash—either by the company or the employee.

If the company pays and does not deduct the tax, its outlay is higher. Deducting the tax in advance makes the gift appear somewhat niggardly—a sum ending in odd cents instead of a round figure. When the recipient pays, the gift is also slightly tarnished. These undesirable effects may be avoided with presents for office, home, or personal use.

As in previous surveys, every effort was made to obtain a true sampling of American business. The procedure: From SALES MANAGEMENT'S 25,000 subscribers the

names of 4,000 executives were picked at random.

Sales managers are most numerous on the list. Vice-presidents (executive and sales), presidents, general managers follow in order, with a scattering of other titles.

Companies are located in all 48 states, though the heaviest concentration is in industrial areas. Corporation executive-readers are not plentiful in Nevada and New Mexico, for instance.

By size the companies range from Du Pont and G-E through medium-size firms to relatively small ones. In lines they run the gamut from abrasives to zinc, with manufacturers most frequent.

On February 10, 1958, a questionnaire with 17 questions on gift policies and practices was mailed to the 4,000 subscribers. At the March 10 cut-off date 1,040 had replied.

Are these 1,040 respondents representative of the 300,000 companies that account for the bulk of U.S. output? The point cannot be proved one way or the other. Many factors cause a busy executive to answer, or not to answer, a detailed questionnaire.



WHO

It is, for example, easier to note, "No gifts or awards" than to fill in a long series of questions. In which case the percentage of "No's" should be large. The opposite is true.

Nor does the size of the sample seem to affect the final result. In percentages the first 100 questionnaires agreed closely with the next 400, and the entire 1,040. The latter is 26% of the 4,000 questionnaires sent out. In 1956 the replies were 838, or 20.9%.

The first question asked how many of the 1,040 companies: (a)

use merchandise gifts; (b) use merchandise as incentive awards; (c) use neither. Answers:

Use gifts and/ or awards	846	81.3%
Use neither	194	18.6

Of the 1,040 total, 730, or 70.1%, confine themselves to gifts only, making no use of merchandise incentives.

After setting aside the 194 "No's" banning both gifts and awards, the following tabulations were based on answers to subsequent questions by the 846 other respondents.

Customers Come First

Executives then; noted to whom these gifts are presented:

Employees only	115	13.5%
Customers only	407	48.1
Both customers and employees	208	24.5
To neither	116	13.7

In other words, out of 846 companies, 730 (or 86.2%) remember people on the pay roll and customers.

Moreover, while 13.7% give no presents to employees or customers, their salesmen may distribute them to valued customers. Usually the company foots the bill. Less often the cost is divided between salesmen and company. And a handful of companies make no corporate gifts but their salesmen send them anyway at their own expense.

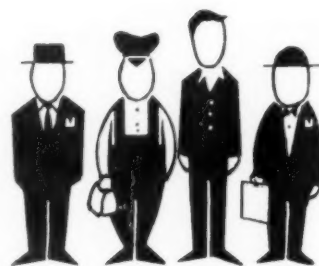
Freeman Chemical, Port Washington, Wis., is typical of firms that give nothing. Says Ralph R. Renzel, v.-p., "Our salesmen, though, send about \$5,000 worth of gifts to customers."

Other companies surveyed allow their salesmen to spend varying amounts. The largest noted was \$12,000.

So the next two-part question asked: "1. Do your salesmen send gifts to special customers for which the company pays in full? 2. Cost is shared by salesmen and company?" The replies:

Yes	382	45.5%
No	382	45.5
Cost shared	75	8.9
No answer	7	

There is some overlapping between this question and the preceding one because *both* company and



WHERE

salesmen may distribute gifts to customers. Yet respondents tend to put the two in different categories, although the company actually pays for both.

Occasionally the company pays for some of a salesman's gifts to customers and splits the cost with him for the rest—"depending on individual circumstances."

Incentive Awards

Products as spurs to sales effort, safety campaigns, etc. are a fixture in management. The next question was:

"Does your firm give merchandise incentive awards: To employees, including salesmen? To dealer or distributor salesmen? To neither?"

Eight did not answer. The others said:

Employees only	147	17.4%
Dealers-distribs.	69	8.1
Both	50	5.9
Neither	572	68.4

Very large sums are reported for incentives. Several are estimated at more than \$100,000 and one at \$250,000.

Autos, silver tea services, and mink stoles are among the major items. Hi-fi sets, and color TV sets are described as "particularly effective" stimulators. Prize catalogs, from firms specializing in this kind of incentives, are widely utilized. (See page 63).

A Massachusetts executive declares: "We appropriated a lot of money for sales incentives. Yet in reality, this cost us nothing because the increased volume more than paid for the merchandise."

G-Day Is Dec. 25

When is the preferred distribution time? With 22 executives not answering, the remaining 824 com-

panies pass out gifts and awards:

At Christmas only	437	53.0%
Only at other times	114	13.8
At both Christmas and other times	273	33.1

Perhaps the concentration of presents at Yuletide is merely habit. Gift advertising and selling is mostly aimed at that season.

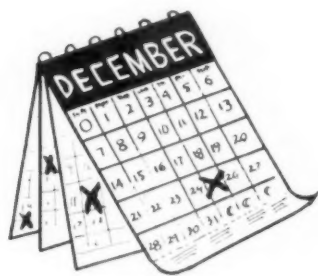
However, D. L. Zorn, sales v.-p., Maxitrol Co., Detroit, voices the opinion of a considerable minority:

"Many Christmas gifts are lost in the shuffle. We prefer distribution at other times. To us, personalization seems an excellent way of making something special out of an expensive item at any season."

J. C. Caldwell, sales manager, Lacquer Products, Inc., Cleveland, fully agrees:

"A gift from the salesman on a customer's birthday has much more impact."

Another firm sends cigarette lighters—engraved with the recipient's initials, and his birth day and month—to his home. "By getting away from the holiday rush, and away from the office, our gift has a far deeper impression."



WHEN

This year the survey invited executives to tell how much they spent for gifts and awards in the previous 12 months. As noted above, 662 of them estimated the total at \$3,710,395. All 846 were then asked:

"Comparing 1957 with '56, did you spend: More? Same? Less?" Their answers showed:

More	223	26.7%
Same	433	51.9
Less	178	21.3
No answer	12	

Comments included: "Less, but will spend more next year," "More



WHAT

because of our anniversary celebration," and "Same every year."

Nearly all of those checking "Less" have rather small budgets except for a single company with a \$30,000 gift list.

Next, the respondents were asked to predict what they will spend this year. It was long-range forecasting, and possibly premature in view of the fact that most gift decisions are made in Sept.-Oct.-Nov. They said:

More	115	13.7%
Same	533	63.7
Less	188	22.4
No answer	10	

Comparison of the two tabulations indicates that the gift market will feel little if any slowdown this year. Item for item, the percentages of "More, Same, Less" virtually balance out.

Last year 78.6% spent the same or more than in 1956. This year 77.4% plan to spend the same or more. While 13.7% of the respondents think they will spend more this year (vs. 26.7% in '57), a higher proportion will spend the same: 63.7% compared with 51.9%.

If respondents are able to buy as they plan, gift sales will stay at the high marks to which they climbed in 1956 and 1957.

Nevertheless, thinking and plans may change between February and the Autumn. An executive who in February expects to keep intact his advertising and good-will budgets may reverse himself seven months later. Vendors of gift items—as of every other line—must work hard for orders. Competition wears hob-nailed boots nowadays.

Generally, respondents checking "Less" on the question above buy few gifts, as is true for the preceding question. From that fact a theory might be evolved:

Companies with substantial gift budgets are apt to maintain or increase them. Those investing fewer dollars are more apt to cut down or to turn to some other type of public-relations activity.

Asked for the number of their gifts and awards in six price ranges, respondents hesitated. They, or 662 of them, could recall the total bill. How many packages at what cost the invoice covered had slid out of memory. Two hundred and thirty-one respondents passed up the question altogether.

Quantity, and Price?

Yet 615 set down a rough estimate. Often it was incomplete. Example: "We spent \$5,600. About 100 items at \$5.01 to \$10; 50 at \$10.01 to \$20; and miscellaneous."

Therefore the editors cannot claim that the following listing is inclusive or conclusive. Rather it is an approximation of how 615 companies divided their shopping list—not a precise summary.

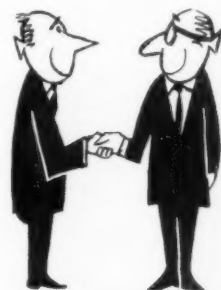
The 615 corporations bought 484,854 gifts and awards, from ball-point pens to suites of furniture. That merchandise cost:

Up to \$2	207,013	42.6%
\$2.01 to \$5	131,076	27.0
\$5.01 to \$10	101,914	21.0
\$10.01 to \$20	26,907	5.5
\$20.01 to \$50	12,897	2.6
More than \$50	5,047	1.0

Each of the 615 companies gave an average of 788 presents and incentive awards. The average (median average) cost was \$5.49.

The latter is in contrast with \$4.22 in 1956, and \$4.49 in 1955. Higher prices are partly responsible;

(Continued on page 182)



WHY

Water of Life

Can you name the chief grain in all whiskey?

How much alcohol is in a bottle of 86 proof?

What does the average man want when he asks for "rye"?

Who started the Whiskey Rebellion?

Are potatoes used in Irish distilleries?

Where did they drink Whistle Belly Vengeance?

Is Canadian a rye or a bourbon?

What two things does a Highlander prefer naked?



New York Times photo

In Ireland it's *uisgebeatha*. Scotland calls it *uisgebaugh*.

The Latin is *aqua vitae*, the French *eau de vie*. All mean "water of life." From the first part of the Gaelic *uisge* we get whiskey.

This "water" was invented in Scotland, say the Macs. No, begorra, 'twas the grand work of an Irish genius, claim the O'Kellys.

One fact is not debatable: whiskey is by far the most popular strong water in the U.S. Of 223 million gallons of spirits sold last year, whiskey accounts for 78.4%.

And most whiskey is made from corn. Rye and other grains are used, too. But corn's rich flavor is a major ingredient in all best-selling brands. Even Scotch has a large amount of "maize" mingled with pungent barley-malt whiskies. If distillers bore coats of arms, they would show a cornstalk rampant.

Genial bourbon is No. 1 in public esteem. More people drink it in straights and blends than any other kind. Fuller-bodied rye is runner up. Both are as purely American as succotash and July Fourth.

These native sons (for reasons to be discussed presently) were long preceded in favor by a foreign rival: West Indies rum. Yet Fate decreed that log cabins in the forest meant the overthrow of rum. As a by-product of the conquest of a continent, we drink highballs instead of flips heated by loggerheads.

When and by whom the first raw, crude whiskey in the 13 Colonies

was made is unknown. Some "good spirits" are mentioned as early as 1682. They were recommended for jolting power, not suave taste. The earliest settlers seemingly did not have the knack for whiskey.

Two forces led to the rise and final triumph of good whiskey over its competitor. First the frontier advanced so far inland that it was inconveniently distant from the ports where rum landed. Second, the Scotch-Irish began to arrive.

From Barley to Rye

As soon as they had chopped out a clearing in the forest, they began to make whiskey, as they had in Ulster. With a difference: Scotch and Irish whiskies used barley. The Scotch-Irish in America used rye. Probably it was easier to grow here.

By the middle 1700's there was a country of rum along the seacoast, and a country of whiskey farther inland. The latter was expanding; the former could not widen its market.

Account books still extant show that rye whiskey was turned out at Mount Vernon both before and after the Revolution. Lafayette, among other visitors, approved of the home-made novelty. Some historians, therefore, claim that Washington was "The Father of Rye Whiskey."

The Father of His Country can do without this honor, based on such flimsy evidence. After all,

George Washington has several other claims to fame.

Because water is so important an ingredient of whiskey, the stills clustered thickest along the limestone ridges of western Maryland and Pennsylvania. That region of limestone springs is even yet the center of rye distilling.

In the 18th Century it was at or near the frontier. What little rum could reach the tiny settlements cost too many buckskins for the average farmer. Each homestead made its own hard liquor, or traded for it with a neighbor.

The Revolution, lasting eight years, skyrocketed business for these family stills. Only a trickle of rum got through the British naval blockade. Yankee privateers did their best, dodging up from the French and Dutch West Indies with rum, and molasses for New England distilleries. They couldn't hope to fill the empty tankards.

Continental Army quartermasters were unintentional "missionary salesmen" for whiskey. They served it in place of the standard — and unobtainable — rum ration.

Also the Maryland and Pennsylvania Line shared their canteens with other regiments at Valley Forge and Yorktown. GI Jonathan acquired a taste for the new drink.

Mustered out after the war, he began to call for it at the Eagle Tavern. No better advertising can be devised than word of mouth from satisfied customers. Ex-GI Jonathan

Here's a ready-made solution to your gift problem!

KITCHEN-FRESH

Fannie May

CANDY

IN COLORFUL CHRISTMAS WRAP!



\$1.70
PER LB.

Fannie May
COLONIAL Assortment

Pixies, chocolate-covered nut pieces, butter creams, crisp and chewy centers. Available in 1 and 2-lb. boxes.

■ Fannie May Candy is Chicago's most popular kitchen-fresh candy—a gift which is sure to be enjoyed, remembered and appreciated by everyone. This is kitchen-fresh candy of highest quality—each box mailed in colorful Holiday gift wrap, protected by special packaging. Fannie May guarantees delivery in good condition of all candy shipped or mailed. We will gladly mail your candy on any day you request. You simply pay the postage, plus 15¢ per box for special packing and handling, or we'll express your order to you for distribution. We furnish message cards, or insert your own, if you prefer. We also furnish address labels for you to have addressed at your office in advance. Place your order today. Sorry, but no orders can be accepted after December 15.

Fannie May

KITCHEN-FRESH CANDIES

The Gift That's Always in Perfect Taste!



\$1.50
PER LB.

Fannie May
Freshly-Packed 1 & 2-lb. Boxes

Fannie May's most popular assortment! Assorted creams, including our famous Butter Creams, also crisp and chewy-centered favorites.



\$1.50
14 oz. BOX

Fannie May
PIXIES, Freshly Packed

Plump crisp pecans, Swiss milk chocolate, combined with full cream caramel. Available in 14 and 28 ounce boxes.

Order Now! No Orders Accepted After Dec. 15

Fannie May Candy Shops, Inc.
1137 W. Jackson Blvd.
Chicago 7, Ill.

Please fill my order as follows:

Quantity (No. Boxes)	Product	Size of Box (No. lbs.)

10% Discount
on orders
of \$37.50
or more!

All prices f.o.b. Chicago and are subject to change without notice

- ☐ Ship to us express f.o.b. kitchen on (date) _____
- ☐ Mail individual boxes for us on (date) _____
Send us (number) _____ mailing labels on which we
will type names and addresses of recipients.
- ☐ Enclose gift cards which you will furnish.
Signature to be: _____
- ☐ We will send you message cards for enclosure.

By _____ Title _____

Company _____

Address _____ City _____ Zone _____

lived in every community from Maine to Georgia.

Not long after President Washington took office, 500 stills were operating in one Pennsylvania county alone. Economic necessity drove the farmers to part-time distilling:

On the atrocious roads of those days a packhorse could carry only four bushels of grain to market. The same horse could carry 24 bushels in the form of whiskey.

Quality of the small-scale stills varied widely. Eventually "Monongahela Rye," named for the river, was a brand that had a top-ranking reputation in every cabin.

Then Alexander Hamilton stomped on a nest of hornets: As Secretary of the Treasury he needed revenue for the U. S. Government budget. It totaled \$600,000 a year in the period 1789-1812. (Today it's \$70-odd billion.) Mr. Secretary clapped a tax of 9¢ a gallon on whiskey! (Today the tax is \$10.50 a gallon.)

That Tarnal Tax

Pennsylvania farmer-distillers erupted into the Whiskey Rebellion. Revenue agents were tarred, feathered, chased with pitchforks. Fifteen thousand Federalized militia, and careful, soothing arguments were required to put down the revolt.

President Jefferson repealed the tax as soon as he took over. Before then the "monstrous" tax had aided development of a new kind of whiskey.

Hard feelings festered after the Rebellion. A number of distillers joined the march over the Wilderness Road. Kentucky had no snooping tax gatherers. And in Bourbon County the emigrants found a whiskey-maker's Eden.

The county—which then covered a larger area than at present—abounded in clear springs tumbling down limestone hills. Waterpower to turn grindstones, fields to grow bumper crops were right at hand. It's no wonder a happy distiller answered the question:

"What's Heaven like? Why Heaven's a Kaintuck of a place!"

Histories of those pioneer distillers are scarce. Settlers of a new land are too busy to write much more than "D. Boone cild a Bar."



18th CENTURY TAVERNS served as hotels, clubs, and handy places to transact business. Sons of Liberty and Committees of Correspondence met there to foment the Revolution. Favorite tipple was rum until rye and bourbon came along.

Yet the names of the Rev. Elijah Craig, Daniel Stewart, and John Hamilton are recorded as candidates for the title, "inventor of bourbon." Note their Caledonian accents. Whether Scots or Ulstermen, they were experts at managing mash and malt.

They, and unknown others, had to make certain changes. Barley and rye were not as plentiful as corn on the frontier. Peat fuel, which gives Scotch whiskey its smoky flavor, was lacking. Experimenting, they gradually evolved a wholly new drink.

King Bourbon

By 1810 some 2,000 stills were at work in Bourbon County. Keelboats, rafts, and later steamboats brought their output to the entire Mississippi Basin. Traders and trappers lugged it along Indian trails. Kegs of "red likker" gurgled in prairie schooners and Concord coaches that lunged across the empty spaces on the map.

Today by law at least 51% of the bourbon mash must be corn. Rye and barley malt compose the rest. Actually, the amount of corn is apt to be 65% to 75%. Each distiller has his secret formula, and the proportions vary.

Distillers divide on the use of sweet or sour mash. With the sour-mash method, the distiller saves a little of the mash each time and adds it to the new batch. It acts as a starter. Sweet mash is made from mash that is fresh each time.

You can easily tell the two whiskeys apart, but not because sour-mash whiskey is sour. Quite the contrary. It is sweeter than sweet mash. Which is better? Whichever you prefer.

Bourbon is often confused with corn whiskey. The latter contains more corn (a minimum of 80%), and is lighter in body and color. Aged in new or charred barrels, corn has a limited sale in the South and West.

Bootleg cawn, black sheep of the clan, should not be classed with either genuine corn or bourbon. Also called white mule, popskull, moonshine, and a dozen other names, the stuff has corn in the mash. What else it has only the bootleggers could say. And they won't. Rarely aged longer than a few hours, qualified judges have declared it:

"Smells like a deceased sewer. A deep swig gives you the sensation of having swallowed a lighted kerosene lamp. A sudden snort of it has been known to stop the victim's watch, snap his suspenders, and crack his



FROM ALL OVER THE WORLD

Renfield

Your gift problems are solved!

Blue Chips by Renfield are very popular gifts because they reflect the good taste of the giver and satisfy the discriminating taste of the recipient.

A. REMY MARTIN LOUIS XIII—Grande Champagne Cognac Brandy, 80 Proof. The finest obtainable, in handsome, hand-blown crystal decanter by Baccarat.

B. CORDIALS BY COINTREAU. Cointreau Liqueur, 80 Proof, and its 19 companion cordials, 50 to 80 Proof, each in a handsome prewrap carton, with removable label tab.

C. KING WILLIAM IV, originally "the King's whisky"...one of the great names in Scotch. Blended Scotch Whisky, 86.8 Proof. Prewrapped with removable label band.

D. HAIG & HAIG FIVE STAR—the original Scotch flavor that set the standard in 1627. Blended Scots Whisky, 86.8 Proof. Prewrapped with removable label band.



brings you the Finest

E. HAIG & HAIG PINCH—the world's most famous whisky...in the world's most famous bottle. Blended Scots Whisky, 86.8 Proof. Traditional triangular gift package.

F. VANDERFLIP NATURAL FRUIT WINES from Holland. Dutch Cherry, Raspberry or Blackcurrant.

G. PIPER-HEIDSIECK CHAMPAGNE—a name renowned since 1875. Gift cartons available for 6 splits, 26 oz. bottle and 52 oz. bottle (Magnum)—both 1952 vintage and non-vintage. A handsome gift.

H. REMY MARTIN COGNAC BRANDY—sipped with delight by seven generations. V.S.O.P. Brand, 80 Proof, available in gift cartons in 4½ quart and, where legally sold in half gallon, with mahogany cradle and porcelain pourer.

Your dealer will be happy to make up a special gift basket. You may select any combination of Blue Chips by Renfield, including many not shown here.

© RENFIELD IMPORTERS, LTD., N. Y.



glass eye right across—all in the same motion.”

Where and when bourbon was first aged in charred barrels no one now remembers. The charcoal turns raw white whiskey brown, adds sweetness, and takes out impurities. Result: the mellow beverage in your glass.

Nothing does the job except time and barrels of Cumberland Mountains oak. Modern chemists have sought faster methods, without success. The usual aging period is four to eight years.

Down to this good day the South and West are bourbon territory. In addition, bonded bourbon is a leading seller in big cities and resort centers all over the nation; and for gifts it's prestige whiskey. Kentuckians buy more bonded bourbon than any other type.

Some Blue Grass folks, indeed, regard bourbon as a necessity of life. Irvin S. Cobb told of the kind-hearted distiller who sent a thriftless friend a Christmas present of a baby barrel of prime whiskey.

Ten days later the recipient appeared with the empty container and an expectant look, and intimated that he could use some more of the same.

“Look here, Shep,” said the dis-



Bettmann Archives

BEFORE WHISKEY became popular, stills such as this made rum. Everybody drank it, including George Washington's gardener. In 1787 the latter had it written into his contract that he was to get \$4 at Christmas “with which he may be drunk four days and four nights.”

tiller, “aren't you kind of crowding things a little? It hasn't been more than a few days since I gave you eight gallons of my very best.”

“That's right,” agreed Shep, “but Cunnel, suh, you got to remember a kag of likker don't last very long

in a family that can't afford to keep a cow.”

Sales of rum today represent only 1.2% of the total for distilled liquors. Domestic whiskey is 78.4%. Two centuries ago those figures would have been reversed.

Rum: The Deposed Monarch

Seaboard business in the 18th Century revolved around rum. Rich and poor drank it, and Yankee merchants pushed its sales vigorously, for imported rum meant exports too. The reason dated back a long way:

After discovering the New World, Columbus brought sugar cane to the West Indies on subsequent voyages. The cane flourished. So did rum, distilled from cane juice and molasses. Buccaneers of the Spanish Main were particularly fond of “rumbullion.”

New Englanders began swapping salt fish, barrel staves, and other products for rum in the late 1600's. Domestic rum production got under way about 1690 when a shipload of molasses came to Rhode Island. Boston and Medford, Mass., were quick to join in distilling.

During the next 150 years rum and the “Triangle Trade” built many a Yankee mansion. The three angles:

A New England ship carried a

(Continued on page 216)



Bettmann Archive

FRONTIER STILL operates exactly like today's more complex version. Uncle Remus, rear, mixes the mash. Heated alcohol vapors pass through tube that becomes a serpentine inside a cooling water jacket, where they condense back into a liquid—new whiskey. Hunter, at left, must wait years before quenching his thirst. Whiskey can't be hurried.



*for your friends and customers
at Christmas Time*

GIVE THE **SELECT-O** WAY!

**SAVE MONEY, TIME AND WORRY . . . GIVE EFFICIENTLY,
EFFECTIVELY BY USING SELECT-O's GIFT CERTIFICATE
SERVICE. YOU SELECT THE PRICE—THE RECIPIENT
SELECTS HIS GIFT—WE DO THE REST!**

You know that it's good business to give business gifts at Christmas time. But how much time do you have to devote to this problem?

For years it's been a common business practice for busy executives, like yourself, to employ Select-O's gift plan. Simply send us your gift list. Indicate how much you wish to spend. Select-O offers you a choice of eight separate gift certificate plans . . . ranging from \$3 to \$45.00 . . . from ever-popular, ever-welcome magazine subscriptions to distinguished gourmet and gift merchandise. Cost is far below average retail value—and includes our complete service. You're assured of giving in a friendly, dignified manner—without embarrassment or duplication of gifts to your friends or customers. He selects his own gift; we do the rest!

For more information about our management approved, management-used gift service, write or telephone for our confidential Price List and General Information Catalog.

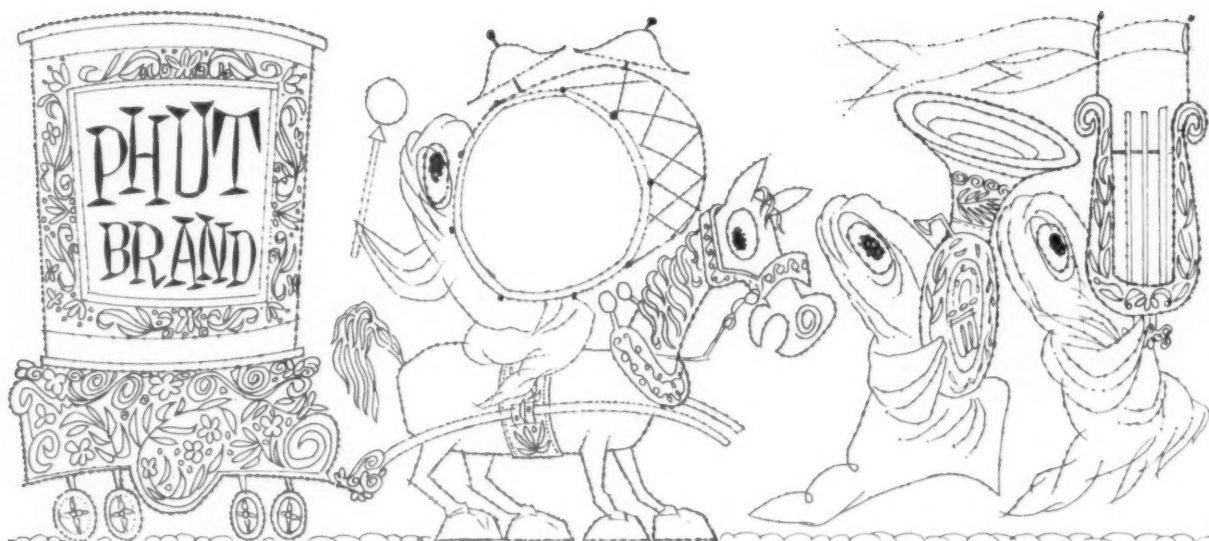
**Henry L. Joynt, Inc., Selective Gift Service,
18421 James Couzens Highway,
Detroit 35, Michigan Telephone: Diamond 1-3811**

Henry L. Joynt, Inc., Selective Gift Service S
18421 James Couzens Highway, Detroit 35, Michigan
Gentlemen,
Please send, for my consideration, your confidential Price
List and General Information Catalog.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____
STATE _____

*a happier Christmas day...
the Select-o way!*

Sales Representation:
Boston . . . New York . . . Washington . . . Pittsburgh . . . Detroit . . . Chicago . . .
San Francisco . . . Los Angeles



P arade of the Spooky Foods

From alligator soup to fried Za-za insects these—ahem!—
unusual delicacies march forward to fresh sales triumphs.

Long ago, when the circus paraded on Main Street, a solitary horseman rode far in the van.

Epaulets glittering, he raised an arm impressively and announced in ringing tones:

"Hold on to your horses, folks. The elephants are coming!"

And from over the horizon crept a magic, musky, jungle smell that set old Dobbin plunging in wall-eyed frenzy.

Today we need a similar out-
rider. He should gallop through

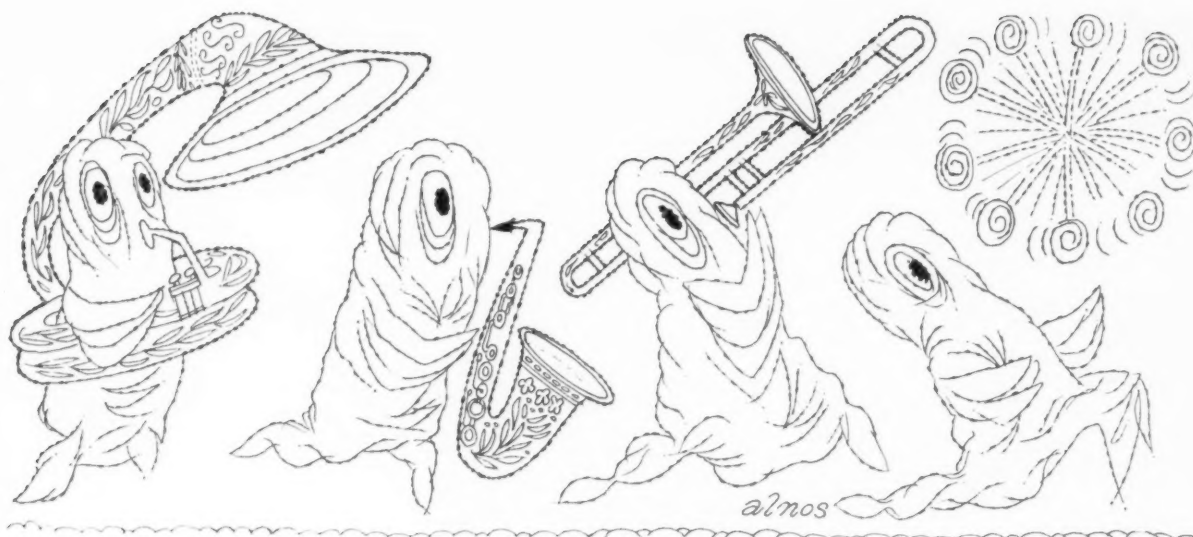
every Middlesex village and farm, through urb and suburb from Meddybemps, Me., to Tillamook, Ore. His warning would be different:

"Hold on to your appetites, folks. The spooky foods are coming!"

Spooky foods, as you probably know, is the trade term for exotic tidbits — real table luxuries. Their sales have skyrocketed in the last half decade. Weird they may seem. But to people who shun the humdrum and the unimaginative they are wonderful.

Purveyors of fancy foods hold fast to a sound principle: The customer is always right. And customer demand for spooky foods is larger than the names of olives — giant, jumbo, mammoth, super colossal. Merchants of delicate eating are happy to oblige.

Our 1957 Business Gift Issue described some of the ghostly nibbles then on the market: French-fried grasshoppers, alligator soup, Mexican agave worms, muskrat in jelly, smoked rattlesnake meat. As



a public service, the list requires updating.

This year the parade is, in traditional circus lingo, bigger and better than ever. Drums beat louder. Horns umpah with a deeper note. Costumes are gold-braided, spangled and fitted to dazzling perfection. Goggle as the well-drilled ranks swing past:

Roasted caterpillars, procured at e-nor-mous expense from far-away Japan, but yours at a trifling \$1 for 2 oz. Serve at cocktail time or Sunday brunch, and you will be the envy of the Country Club set.

Dab sea-urchin paste on crackers and thrill to a new taste sensation. (Only 85c for 2½ oz.)

Bacon rinds and midget sausages go well with martinis and highballs, but are distinctly old stuff. Molders of community opinion prefer crisp whale skin and sparrows broiled on skewers. (Thirteen ounces of whale epidermis is \$1.15; sparrows are 98c per bite-size 2 oz.)

John Wanamaker joins the parade. The Philadelphia department store now has a "Crazy Corner" in its Gourmet Shop. Offerings include roasted whale meat in soy sauce; salted cherry blossoms; sliced smoked shark meat; lily bulbs in syrup. For Main Liners who have everything, the store provides a whole baby octopus in soy sauce. (Give an extra zing-boom! for the baby octopus. Right this way, folks!)

Lunatic edibles you say? Wana-

maker's has catered successfully to the public for generations. The Crazy Corner is crazy like a fox.

The high-stepping Chicago contingent is led by John H. Lindeman & Co., dealer in domestic and imported food specialties. Among them are seaweed powder; barbecued snake; smoked quail meat; quail eggs in jars. "Fried Za-za insects" are yet another Lindeman product.

The only "Za-za" familiar to non-gourmets is Zsa-Zsa Gabor, an actress of beauty and fiery charm. Any resemblance between her and insects of the same name is purely coincidental. Two ounces of the latter cost \$1.15. Miss Gabor's professional fee is not based on her weight. It may be ascertained from her business agent.

Nights on the Nile

Lindeman's catalog recalls an even more famous beauty: Cleopatra, friend of great Caesar and Marc Antony. Cleo had the habit of dissolving a pearl in wine and drinking bottoms up. This seems a wee bit ostentatious, rather like lighting a cigar with a \$1,000 bill.

Modern show-offs may match the Queen of the Nile at much less cost. Lindeman warehouses contain "smoked oysters with a pearl in each tin."

Next in the line of march are banner-bearers proclaiming: "Reese Finer Foods, Inc., has added John

Lusty's Turtle Steaks and John Lusty's Kangaroo Steaks to its line of 1,001 specialty foods.

"The kangaroo steaks are in red wine sauce, and the turtle steaks are prepared in Madeira sauce."

Turtles have done a complete flip-flop in popular esteem. During the 18th Century, contracts of indentured servants specified that they were not to be fed on the dirt-cheap diamondback terrapin.

Currently, epicures jostle to buy such lusty (and John Lusty) fare—if you'll pardon the expression.

Canned turtle meat is \$2.95 for 36 oz. Terrapin stew is the same price for 10 oz. Clear green turtle soup with imported sherry is 79c for a 19-oz. can. Jellyed green turtle consomme is less (13 oz., 33c), but still higher than tomato.

A number of foods once regarded as common staples are now in the high-priced bracket. Not exactly "spooky," they certainly are not on everyday menus. For example:

Buffalo steak runs to \$3.75 for a 21-oz. can. Buffalo Bill in his prime would have delivered a complete carcass—hide, hoofs, and horns—for that sum. Bear and elk steak, at \$4.75 for 21 oz., would kerflummox the frontier "long hunters." In their day the price was one bullet and a little effort.

Times have changed. Venison in a 15-oz. can is \$1.75. Swedish reindeer meat is even costlier: \$2.95 for 12½ oz.

Less robust tastes relish French

*Two great Kentucky bourbons
superbly wrapped for
holiday giving*



*No waiting for gift-wrapping
—no extra charge*

*This year give
holiday cheer...*

THE THOUGHTFUL GIFT
OF PERFECT TASTE

Giving fine bourbon to business friends for the holidays? You can please *all* tastes with famous Old Taylor! To those who like the richest flavor Kentucky bourbon can offer, give 100 proof bottled in bond Old Taylor. For a lighter, milder 86 proof bourbon—of the same high quality—give Old Taylor 86. Both come handsomely gift-wrapped for the season—the outside assurance of inside quality known and respected for generations.

**Old
Taylor**

"THE NOBLEST BOURBON OF THEM ALL"



KENTUCKY STRAIGHT BOURBON WHISKIES • 100 PROOF, BOTTLED IN BOND • 86 PROOF • THE OLD TAYLOR DISTILLERY CO., FRANKFORT & LOUISVILLE, KY. • DISTR. BY NATIONAL DISTILLERS PRODUCTS CO.



"Thank you for your business" has a new and special meaning for important friends and customers when you say it with a Hamilton watch, particularly the world's first Electric Watch. It's a gift that will be remembered and appreciated for years.

The new Hamilton Electric Watch is powered by a tiny replaceable energy cell, has fewer parts, needs less care, and is amazingly accurate. It's the first *really* new watch in nearly 500 years—as advanced in concept and design as it is in performance. There are many styles and prices to choose from.

Hamilton offers a complete selection of self-winding and conventional watches, too. For guidance in selecting your Christmas business gifts, see your Hamilton dealer. Write on your letterhead for free watch booklet to Dept. SM-9, Hamilton Watch Company, Lancaster, Penna. *Patents Pending

HAMILTON

CREATOR OF THE WORLD'S FIRST ELECTRIC WATCH

SEPTEMBER 10, 1958

rose petal jelly (11 oz.: \$1.65), and sweet pickled cantaloupe with cinnamon stick (10 oz.: 59c). The last might be a song title; it has a lilt.

A section of the parade is reserved for dogs and cats. At a show of the National Association for the Specialty Food Trades, a "Maine Brand Lobster Pet Food" was introduced "for pampered pets. Made from ground lobster meat, it is of paté consistency." Canine and feline connoisseurs lick their chops at the very thought.

Two-legged connoisseurs gloat over a pair of new goodies. A & A Food Products Corp., New York, advertises them as follows:

"Chocolate-covered grasshoppers. The very first of the spooky foods. Recall how popular these were fried? Now chocolate-covered — better than ever.

"Genuine caterpillars covered with chocolate. Gourmets who don't like chocolate will love the caterpillars. Absolutely the last word in spooky foods."

And Still They Come

No, not the *last* word. Reese of California, Inc., Los Angeles, steps forward:

"Giant ants for years have been eaten as a delicacy in South America.

"Now Reese brings you these genuine, edible ants either French fried or chocolate covered.

"It has taken us more than three years to obtain a supply of South American ants, big in size and a real delicacy. We persisted in trying to find just the right species. . . . Now for the first time we present this exclusive specialty.

"We have just flown here a limited supply, and we invite your immediate inquiry on prices and delivery."

(Musical interlude while the band swoops through "The Stars and Stripes Forever.")

A & A Food Products has its own "exclusive" chocolate-covered ants: "People everywhere are talking about them. The cocktail snack to end them all."

These and similar advertisements prompted a Japanese exporter to write Arnold Rosenstock, of A & A:

"Honorable Rosenstock—san,

"Me and my family operators of

The finest Christmas gifts . . .



Stock Merchandise . . .

matching sets in popular patterns



Marine Life
8-PIECE GLASSWARE SETS

Attractive, practical Libbey Glassware is always appreciated. And you'll find a *special* welcome for Libbey's currently popular patterns.

Whether you select matching sets of every-day crystal like best-selling Marine Life, fine mitre-cut glassware like Colonial Heritage, or a handsome Caddy Set like Golden Foliage, *Libbey is prepared to provide a complete mailing service.*

All sets of Libbey Glassware are under \$6 . . . most are considerably less. All are available in gift boxes or self-mailing cartons except the Caddy Set, available in mailing carton only.

Libbey Glassware
is nationally advertised



Colonial Heritage
FINE MITRE-CUT GLASSWARE



Golden Foliage
10-PIECE CADDY SET

LIBBEY GLASSWARE



Milwaukee Gas Light Co.
used sets of these glasses as goodwill gifts to their employees and the general public.



E. R. Squibb & Sons
awarded boxed sets of specially-decorated glassware to every salesman exceeding quota in special sales contest.



Warner & Swasey
glassware sets with product decoration were used by distributor as a gift to stimulate sales.

Custom Designs... decorated just for you

When specially decorated with a colorful design created just for you, Libbey glasses are more than gifts . . . they are lasting reminders of your name and service.

Libbey Glassware is ideal for souvenirs, commemorative gifts, sales incentives, premiums, at-

tractive combination packaging and many other uses.

Libbey glasses colorfully decorated with "Custom Designs" developed just for you can be produced in surprisingly low minimum quantities . . . in many sizes or shapes . . . for hundreds of uses.

May we solve your gift problems?

SEND THE COUPON NOW FOR FURTHER INFORMATION ▶

Premium Department, Libbey Glass
Division of Owens-Illinois, Toledo 1, Ohio

Please send me information about Libbey Glassware.
I am particularly interested in

- ☐ Custom Designs
☐ Current popular patterns

Company _____

Address _____ City _____ State _____

Name _____ Title _____

SM-9

LIBBEY SAFEDGE GLASSWARE
AN **❶** PRODUCT

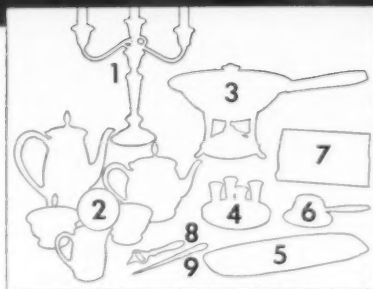
OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO

Shining Examples...

of how to impress
your customers...



Shopping for business gifts? The gleaming richness of solid silver or silverplate by Gorham is always a welcome gift that reflects your good taste. Shown or listed here are a few of the literally hundreds of handsome Gorham items which would be appropriate for your particular needs.



1. 8-way changeabout candelabra, sterling, \$69.50*
2. 5-piece coffee and tea service, silverplate, \$79.95*
3. Chafing dish, silverplate, \$79.50*
4. Set of four cordials and tray, sterling, \$22.50*
5. Celery dish, silverplate, \$9.95*
6. Pipkin and tray, sterling, \$19.50*
7. Boxed combination of four ash trays, sterling, \$11.75*
8. Combination can and bottle opener, sterling handle, \$4.95*
9. Letter opener, sterling handle, \$4.75*

Additional suggestions, not shown:

- Sugar and creamer, sterling, \$23.75*
- Bonbon dish, silverplate, \$6.95*
- Cocktail mixer, silverplate, \$17.95*
- 9" Paul Revere Bowl, in sterling, \$67.50* in silverplate, \$16.50*
- Ice tub, silverplate, \$29.75*
- Bar spoon, sterling, \$7.50*
- Bar knife, sterling handle, \$4.95*

• For further information or additional suggestions, contact
RAYMOND ARTABASY, Contract Division, The Gorham Company,
111 N. Wabash Avenue, Chicago 1, Ill. Phone State 2-9693.

Gorham

AMERICA'S LEADING SILVERSMITHS SINCE 1831

*PRICES INCLUDE FEDERAL TAX—SUBJECT TO CHANGE WITHOUT NOTICE

honorable and ancient ant farms for five generations. Japanese ant absolutely honest to goodness ant, although not universally appreciated by gourmets everywhere like we have read. Maybe mean gourmet with tongue in cheek.

"Chocolate covering strictly foreign invention. We like ours separated. Hats off to honorable South American adventurers. Now we know why so many revolutions there.

H. Tawanabe, Yokohama, Japan."

Hon. Tawanabe-san may doubt the sales power of chocolate-covered ants. American merchants are untroubled. With proper salesmanship, packages of ants, alone and in assortments with other rare vittles, move briskly.

Many of them are bought as business gifts. For instance, a Manhattan executive recently ordered 200 cases of oddities for all his customers. At modest cost per gift he made sure that his firm will be long remembered.

His wholesale purchase is not the rule. Only the company with a repu-

tation for originality would thus depart from beaten paths.

Mostly givers buy in small quantities for hand-picked recipients: Fearless Frank, ever ready to try anything; Pranster Pete, noted admirer of a gag; Daring Dave, who can be counted on to appreciate the bizarre trifle.

These congenial souls are more numerous than you might suspect. Scattered throughout the land, they add up to a tidy, specialized market.

If they are among your personal or corporate friends—well, your shopping chore is half done now. Don't forget to note on your order: "I read about it in SALES MANAGEMENT."

So onward march the spooky foods, bringing glee to givers and receivers, and profits to sellers.

The entire ensemble joins in the chorus as the calliope plays, "There'll Be a Hot Time in the Old Town Tonight."

Prices quoted . . .

. . . in the Gift Gallery are retail. Quantity discounts apply in most instances.

Vendors will supply full details, samples, charges for personalizing, special wrapping, etc.

In correspondence with them, just mention Sales Management's Business Gift Issue.

give your very
important people
this very
special gift!

exquisite NEW
**NATURAL MARBLE
TABLE LIGHTER**
by
ROSEART
with Lifetime Guaranteed
Genuine ZIPPO Lighters

ROSEART LAFAYETTE MODEL—CK401
Richly grained Buff Pink Marble imported
from France. Lighter and metal parts with
polished brass finish. 4 1/2" tall. Retail \$24.75



For the very important people on your Christmas list this year no gift could be more original, practical or beautiful than the new Natural Marble Table Lighters by Roseart. Here now is an original concept in table and desk lighters that lends new charm, grace and dignity to office and home. Each one is exquisitely fashioned from the finest domestic and imported marble, then fitted with a genuine Zippo lighter and harmonizing quality metal finishes. Each lighter is virtually a custom product since no two pieces of marble are exactly alike. Choose from a wide variety of styles.

ROSEART VERMONT VERDE—
CK400
Genuine Green Mountain Verde
Marble. Lighter and metal parts
have a high lustrous chrome finish.
Retail—\$27.75

ROSEART FRANCISCAN—CK402
Rich Red Mottled Marble imported
from Italy. Lighter and metal
parts with antique finish. Retail—
\$24.75

ROSEART GALILEE—CK403
Golden Buff Mottled Marble im-
ported from the Holy Land. Lighter
and metal parts with satin brass
finish. Retail—\$24.75

Ash Trays to match \$8—\$12—\$16

Other table and desk lighters with choice wood bases—Walnut—Cherry or Mahogany. A perfect
blend for wood-styled interiors—Retail—\$19.95

MAIL THIS COUPON TODAY

QUANTITY DISCOUNTS! Attractive
quantity discounts starting on
orders as low as 6 lighters are
available. Write for complete de-
tails and prices.

SEND FOR SAMPLE
NO OBLIGATION

These superb Natural Marble Table
Lighters must be seen and handled.
We will gladly send one to you for
examination and approval. If you
do not agree that this is the finest
table lighter you have ever seen,
return it unused within 10 days.
You are under no obligation unless
you decide to keep the lighters.
Retail prices quoted above apply on
samples. Full credit allowed on
quantity orders.

ROSEART COMPANY, DEPT. 910
Bradford, Pa.

Gentlemen:

Send me more information, including full color catalog sheets
and prices on the following:
..... Natural Marble Select Wood Table Lighters and
..... Ash Trays. Please quote on quantities of
..... Send sample of Model Roseart Lighter.
Unrated firms please enclose check, which will be applied
towards your purchase, or refunded, at your option.

NAME

ADDRESS

CITY

ZONE STATE



Gourmet DINNER FOR FOUR \$13.95

Here is *everything* you need, comprising Canapé Cuplets, Vichyssoise, Spiced Swedish Meatballs, Numaki Spread, Copenhagen Ham, Champagne Mustard, Seasoned Wheat Pilaf, Crêpes Suzette and Café Diable Mix.



Gourmet V.I.P. ASSORTMENT \$25.00

Our largest and finest gift package, beautifully packed in a handsome, useful picnic hamper is this superb assortment: Canapé Cuplets, Spiced Cherry Heering, Vichyssoise, Shrimp in Dill, Dill Marinated Mushrooms, Rock Cornish Game Hen, Wheat Pilaf, Spiced Swedish Meat Balls, Sauce Provençale, Champagne Mustard, Babas au Rhum, Subtle Tea, Breakfast Coffee, Cherry Pickles, Hearts of Palm.

Gourmet HOSTESS PARTY PACK \$10.95

In this beautiful and supremely useful package, the hostess will discover everything to go with cocktails, including Cocktail Biscuits, Canapé Cuplets, Numaki Spread, Böckling Pâté, Shrimp in

Dill, Marinated Mushrooms, Smörgasbord Pickles, Spiced Swedish Meatballs, Scandinavian Fish Soufflettes, Danish Cocktail Sausages, Cherry Pickles.



The care and feeding of prized friends

Now, at last, you can delight your customers and associates with these rare Gourmet Foods.

Do your Christmas shopping now—in minutes!

GOURMET FOODS, imaginatively packaged by General Foods, are the finest you can buy.

And, what better time for the finest than at Christmas? Goodwill and appreciation will follow

gifts of these delectable Gourmet Foods Packages as surely as night follows the day.

Match up your gift list to these Gourmet Foods Packages and whole families will murmur your name with affection.

These are only a few of the Gourmet Foods Packages created. Write for the brochure showing the complete selection and quantity discounts to help make your list the luckiest names in town!



PRESERVE SEXTET \$4.95

Preserve assortment from 4 lands: Choice Strawberry, Swedish Lingonberries, Seville Orange Marmalade, Wild Blueberry, Seedless Red Raspberry and Spiced Cherry Heering.



SAUCE SHELF \$4.50

Four superlative sauces—two from France—to add piquancy to your meats, including Sauce Provengale, Sauce Bigarrade, Sauce Chasseur and concentrated Marinade Piquante.



PARTY PICKS \$8.95

Danish Cocktail Sausages, Spiced Swedish Meatballs, Swedish Fish Souffettes, Dill Marinated Mushrooms, Shrimp in Dill, Smörgasbord Pickles, Cherry Pickles and 6 silvery cocktail picks.



CANAPÉ MAGIC \$5.95

Appetizing Cocktail Biscuits, Canapé Cuplets and delicious new spreads, such as Numaki Spread, Böckling Pâté, Smoked Turkey Pâté, and tangy Smithfield Ham and Cheese Pâté.

GENERAL FOODS



GOURMET FOODS

WHITE PLAINS, NEW YORK

SEPTEMBER 10, 1958

GOURMET FOODS, GENERAL FOODS CORP., White Plains, N. Y.
Please send me full information and quantity discounts
on your complete line of Gift Packages.

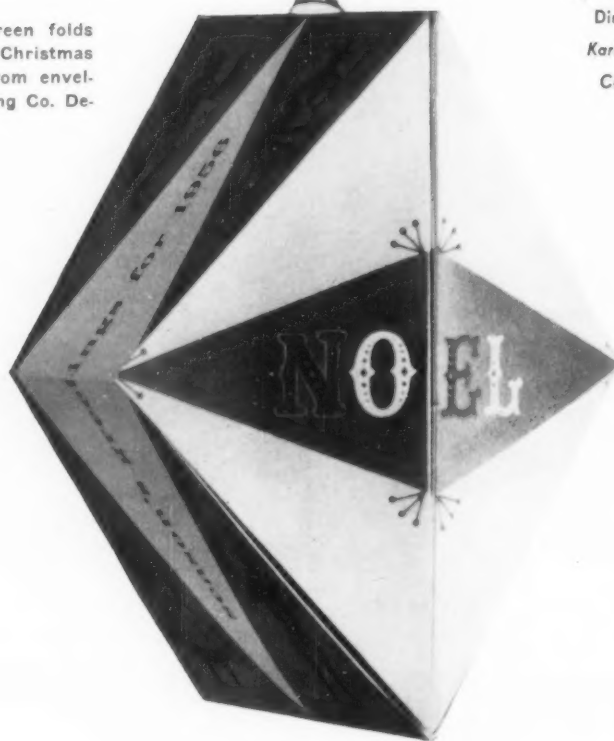
NAME _____

ADDRESS _____

COMPANY _____

Where to Get Original Company Greeting Cards

GOLDEN, red, and gray-green folds lie flat, snap into ball-like Christmas ornament when removed from envelope. For Jos. Schlitz Brewing Co. Designer: Jannes Associates.



By KARL KOEHLER

Director of Design

Karl Koehler Assoc.,

Coopersburg, Pa.

What does your Christmas card say about your company?

Does it have attention value and distinction that lingers in memory—or is it merely one more snowflake in the holiday blizzard? Is it as effective as your letterhead and other printed material in building the company reputation?

Mention the name of any corporation, and a picture leaps into mind. The picture is made up of many factors. Product, advertising,

and public relations all contribute. The personality that emerges is of a company large or small, progressive or conservative, friendly or frigid.

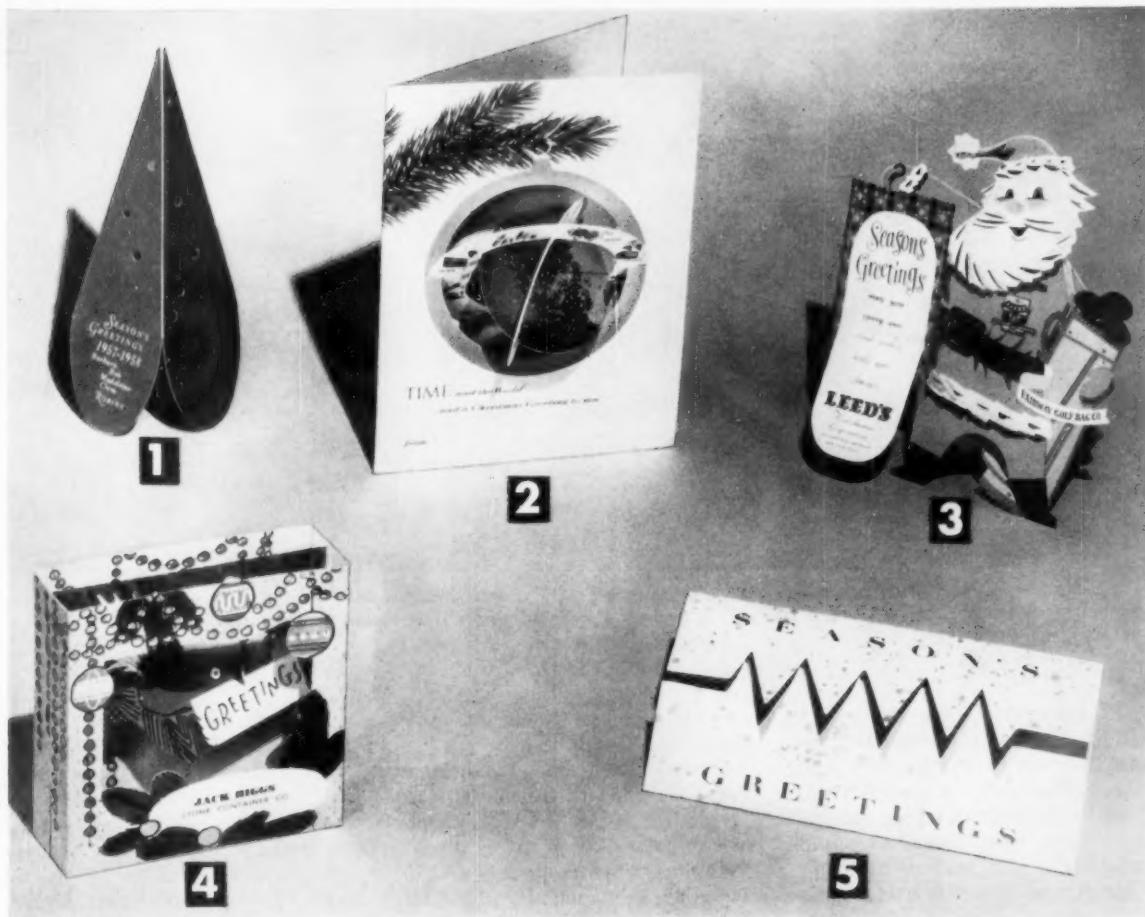
Your Christmas card is a tiny, but highly important, element in that corporate personality.

Too often a company spends barrels of money through the best advertising agencies to establish a sound reputation—and mails commonplace greetings. A trifling flaw

may spoil much good work.

Generally, Christmas cards are selected at the last minute from a stock assortment. Scant regard can be given to the company personality. The chore is shuffled off onto anyone in the office.

This sad state of affairs exists in many firms because the card is considered a negligible necessary. It need not be. Neither a salesman nor a stenographer would be allowed to pick the company stationery or plan



1. UNUSUAL SHAPE lends distinction to personal card by Designer Seymour Robins. Colors are blue and green, with metallic gold lining showing through holes and at sides.

2. WORLD SPINS around when card is opened. Copy tells recipient he will receive "52 unpredictable Christmas gifts"—a year's subscription to TIME.

Colors are green, red, gray. Designer: Seymour Robins.

3. SANTA TOTES replicas of company products. Flap of plaid travel bag folds down to disclose "may you carry our good wishes with you always." For Leed's Travelwear Corp., and affiliate Fairway Golf Bag Co. Designer: Karl Koehler Associates.

4. POP-UP bird perches on bough as though on a deep stage when card is stood on edge, but folds flat for mailing. For Stone Container Co. Designer: Karl Koehler Associates.

5. SAW-TOOTH edging opens to reveal bright red interior, white stars and snowflakes. Another Koehler design, for International Resistance Co.

direct-mail pieces. Since it represents the company, the greeting should be planned as carefully as any other literature.

Holidays are one time when a firm may use the soft sell with taste and imagination. A lasting impression may be made without blaring commercialism. It is the time when the brightest ideas and the most attractive illustrations should be on display. The "fringe benefits" of a skillfully devised greeting are worth the effort.

In the main, today's Christmas cards are rehashes of designs that are 10 or 15 years old. No execu-

tive would employ such antiques in his direct mail or publication advertising.

Nothing stands still. Industrial designers have changed the looks of autos and typewriters, packages and point-of-purchase aids. Designers of greeting cards have made similar progress. This modernization is drastic, and constant.

To create a definite corporate image requires continuous and consistent work in public relations all along the line. To achieve cohesion, you must pay close heed to even the smallest detail. Otherwise, every "soldier" in your army will be found

to be wearing a different uniform.

How can you assure that your greeting cards will build prestige?

Because it is not in his field, the average sales executive may not know how to proceed. Even in New York City there is no classification in the yellow-paged phone book for designers of greeting cards.

Other sources, however, are readily available.

You might start with your advertising agency. Its own staff may be able to do the job. Or, the agency undoubtedly has on file a list of freelance artists who will prepare several rough designs for considera-



CHEERFUL cow stands up to moo greetings from members of Pennsylvania Assn. of Milk Dealers. In green and red. Designer: Karl Koehler Associates.

tion. By working with the agency art director, you can produce a design that will harmonize with your other advertising. You will profit from the cumulative effect.

In most cities, also, numerous commercial art studios are fully equipped to design greeting cards. They appear under "Artists" in the classified directory.

Artists' agents are listed in the classified book of larger cities. Operating somewhat like a photographic-model agency, they act as business managers for large or small groups of artists. The agents will show portfolios of the work of artists and cartoonists with diverse talents. You decide on the artist whose samples and fee you prefer.

Specialists in card design are rare. Beside my own firm, there are Seymour Robins, 24 W. 45th St., New York, N.Y.; and Jannes Associates, 161 W. Huron St., Chicago, Ill. Examples of the work of these organizations are reproduced here.

Art Direction (43 E. 49th St., New York, N.Y.), graphic arts magazine, publishes an annual directory of artists who produce greeting cards — as well as other forms of art.

You can pay a lot or a little for art. Nationally famous illustrators charge more than most companies can afford. A Norman Rockwell or

a Grandma Moses commands—and rightly so—mountain-high fees.

Getting down from the heights: Excellent artists are ready to turn out designs at \$50 for simple one- or two-color line work. Full-color renderings will run to about \$250. Those are minimums for high-quality work. Costs for printing, paper, envelopes must be added.

Some printers furnish artwork and layouts. Firms designing cards exclusively will, as a rule, assume responsibility for all production. Both these suppliers will quote prices for finished cards.

Costs Will Vary

Again, the price will vary with the kind of art you use, and whether it is simple line reproduction or full-color process: For example:

Originals of the cards reproduced on these pages are in color, and several of them are rather elaborate. At a rough estimate, they cost:

3,000	about 25c apiece
5,000	about 22c
10,000	about 18c
20,000	about 14c
50,000	about 5-10c
above 50,000	about 3-5c

At first glance it might seem that only a large company would need 3,000 or more cards. Yet lists of business-card recipients almost al-

ways contain at least 10 names. Twenty-five, 50 or 100 are not unusual. When the lists of salesmen and executives at headquarters and branch offices are counted, the figure mounts rapidly. It is common sense for the entire staff to use the same card, instead of each division or man buying in small hodgepodge batches.

By observing these simple suggestions, you can improve your cards and get full value for the investment in good will:

1. Don't be satisfied with a stock card. Have a greeting designed solely for your company. It is the only way you can show individuality.

2. Let a competent design firm or artist work with your advertising manager or agency to plan the card.

3. Be creative. Take traditional motifs and use them in new and unusual ways to tie in with your trademark, product, etc.

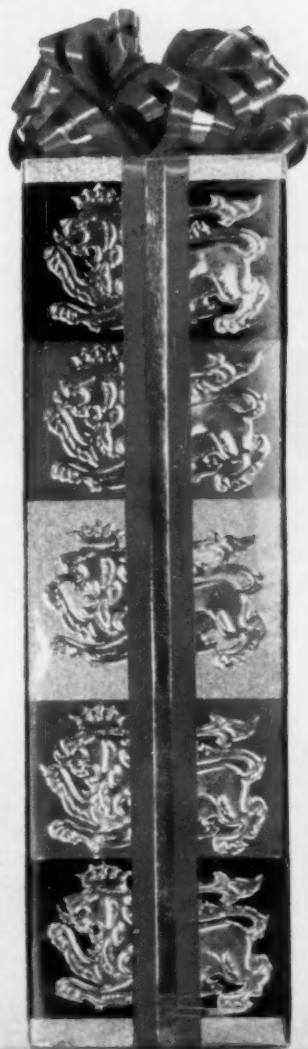
4. Do not be limited by cards sold in retail shops; they are for social use. Try different shapes, different materials.

5. If good design is important to your product, it is just as worthwhile in your cards.

6. Have fun. Look forward each year to conveying an age-old message in a fresh and interesting manner.

The world's most wanted gift whisky

Never before could you buy it
in such a variety of
impressive gift wraps.
Give Canadian Club
and you give
"The Best In The House"



Brand name is printed on removable cellophane wrap. When you slip it off, your package is ready to give. No trademarks or advertising. You pay nothing extra for the handsome gift wrap.

9 YEARS OLD • 90.4 PROOF
IMPORTED IN BOTTLE FROM CANADA BY HIRAN WALKER IMPORTERS, INC., DETROIT, MICH. BLENDED CANADIAN WHISKY.



H

ow to Pull a Press Party

By Lawrence M. (Mike) Hughes
Senior Editor, *Sales Management*, Tide

Mike knows his cocktail onions. He's been attending corporate huddles with the press since 1926. From that rugged experience he now defines: what the writers are truly "pleased to meet"—and what is a waste of ballroom rental. His views on gifts for the Fourth Estate form the second half of this two-part report. You will want to take copious notes as you read.

The press party was devised to create rapport between corporations which want to appear constructively in print and the men and women who write the published words about them.

Many of these writers maintain that they can consume a corporation's food and drink, accept its gifts and spend its carfare—and still stay "objective."

A few in fact have become the more defiantly "objective" because of them.

But over a quarter century or more both groups have discovered at least that the other can be human. After the second drink in pleasant surroundings, there may even be empathy!

Today, press parties introduce policies, programs, products, and corporate people; open new offices and factories ("see how we've grown"); extend corporate greetings at industry conventions; interpret current events of, or affecting, the company; take the edge off bad news—but preferably come up with good news (if only predictions) to make the press happy.

The company should exude confidence, based on sales or profit results, or "research" findings. Lacking these, there are always the growing population and so many newlyweds to prove that the XYZ Co. will get its share of the larger tomorrow.

If the writers seem disinclined to wait that long, the company can at least prove the preference for its pretzels among teen-agers of Wyoming.

The RST Advertising Agency can show that it almost pioneered in subliminal approaches, or that it has more tranquilizer or headache-remedy billing than either the OPO or the LMN shops.

The picture magazine *Blurb* can claim (with the help of Politz or Freud) that its potential audience over 13 issues is 000,000,000,000, as compared with only 000,000,000,00½ for the poor sinking *Blurb*.

And FGH Soap Co. invokes Nielsen (though Trendex may disagree) to support its contention that "Captivat' Cowhand" corrals more TV look-listeners than IJK's "Ropin' Rustler."

From all such the press should

depart, armed with a kitful of evidence, and full of food and faith in the "sponsor."

Yet the pulling of even a small press party is no simple matter. An error at any stage can cause the whole thing to create more ill will than good.

Who, for example, should be asked to it?

A few months ago the Carl Byoir organization for some reason included our affiliated publication *Tide* in an invitation to fly with a group of engineering editors to California to inspect Howard Hughes' plant for turning out electronic equipment and guided missiles. *Tide's* editor asked me to go. Though I doubted whether I could find much of a story at Hughes Aircraft for this magazine's advertising executive readers, other things out there would make the trip worthwhile. But at the last minute, the error was discovered and my trip cancelled!

Invite early and pre-inform adequately.

"The Early Bird . . ."

Because my jobs, with SALES MANAGEMENT and *Tide*, involve quite a bit of travel on already planned stories, I miss a lot of press conferences. But for one recent day I happened to be invited to four luncheons. Since I'd already accepted the first to arrive, I missed three—in which I was more interested.

Many gatherings, of course, must be arranged in a hurry. Even for these, however, attendance will be better if editors are told, with the invitation, what they will be about. A new product will interest one group; a major change in distribution, another. A big new production facility is something else, for somebody else, again. And in addition to the "right" publications, it helps to reach the particular department editors or reporters who keep track of you or your current type of news.

Also, release or announcement dates, when possible, should be set far enough ahead, not only to give the weeklies and monthlies a fairer break with the dailies, but to permit all of them to develop angles of special meaning to their readers—and therefore to you.

SM has been called a "horizontal" publication because its readers are in scores of industries. But all of them are concerned with the function of marketing, and to that extent SM is a "vertical" paper. *Iron Age* covers both manufacture and marketing, but only of metals. Such consumer magazines as *Better Homes & Gardens*, *Holiday*, or *Vogue* define their different audiences by their appeals.

Yet all five of these might be asked to a press party introducing, say, a small automobile. SM would like to know the marketing plans for it. *Iron Age* is concerned with this new metal customer. *Better Homes* is interested in "second" cars for suburban families, and in designing carports for them. *Holiday* might want to see how well the little car would "take it" from here to Yellowstone or Yosemite. Style magazines, such as *Vogue*, have an authoritative voice in cars' color, fabrics, and decor.

Instead of bringing one heterogeneous mob to a single big "announcement," some companies, such as Westinghouse, now try to tip off all editors concerned well in advance. If it's a new major appliance, this company arranges for reporters of various key publications to come out separately to meet the key people in styling, engineering, marketing, etc., who are helping to get the new baby born. Thus the writers get better answers, and better stories, than they would from a beleaguered board chairman or president at a mob scene.

If you must hold a big (or even a small) press conference, be sure to bring your brass. Be sure to brief them ahead of time, and then to make them available. Mr. Big may not mix naturally with us *hoi polloi*. But he can and should be trained at least to act as though he liked us.

At the gathering, don't hide him behind a solid phalanx of v-p's or press agents. On the other hand, don't let the by-line boys from the big books monopolize him. Give the others a chance. After all, a lot of them come largely to meet him, and don't forget: their words carry weight, too.

One reason why General Motors has grown to be the largest-selling manufacturer is that Alfred P. Sloan, Jr., took the trouble at every

(Continued on page 150)



TANA HOBAN PHOTO

In their eyes a light . . .

Father of the Christmas Tree

He always placed himself where he could see the children's faces as they entered.

"It is in their eyes," he said, "that I love best to see the Christmas tree."

He was Dr. Charles Theodore Christian Follen, and he lit the first Christmas tree in America. The year was 1832.

Teacher, minister, and reformer, Dr. Follen is now remembered only by a few historians. The tree, which he introduced from his native Germany, is known to everyone. Not until 1841 would Prince Albert, consort of Queen Victoria, bring the custom to Windsor Castle.

College professor Karl Follen had been compelled to leave Germany in 1820 because of his work for national unity and civic freedom. In France he became a friend of Lafayette, fellow liberal and idealist. The Marquis urged him to emigrate to America.

Land of Promise

For a time Follen refused. Voluntary exile, he thought, would be an admission of guilt. But Gestapo methods were not originated by Himmler. Police of the Holy Alliance had orders for his arrest for "conspiring against the Prussian monarchic state." In 1824, aged 28, he landed in New York.

Lafayette had given him letters to Jefferson and many prominent people here. Through them he was offered an appointment at Harvard—and became the first professor of German in the U.S.

While teaching at Cambridge, Mass., he married Eliza Lee Cabot,



CHARLES T. C. FOLLEN
1796-1840

of the famous Bay State family alleged to "speak only to God." It was for their son, Charles, Jr., that Dr. Follen each year cut and "dressed a Christmas-tree after the fashion of his own country."

Eliza Cabot Follen introduced her husband to all the literary notables, local and visiting. One of the latter, Harriet Martineau, English novelist and economist, recorded the scene at Cambridge:

"I was present," she wrote, "at the introduction into the new country of the German Christmas-tree."

"My little friend Charley had long been preparing for this pretty show. The cook had broken her eggs carefully in the middle for some weeks past, that Charley might have the shells for cups; and these cups were gilded and coloured.

"We were all engaged in sticking

on the last of the seven dozen of wax tapers, and in filling the gilded egg-cups and gay paper cornucopias with comfits, lozenges, and barley-sugar.

"The tree was the top of a young fir, planted in a tub, which was ornamented with moss. Smart dolls and other whimsies glittered in the evergreen, and there was not a twig which had not something sparkling on it.

"When the sound of wheels was heard, we had just finished. We shut up the tree in the front drawing-room while we went into the other, trying to look as if nothing was going to happen.

"It was a very large party; for besides the tribes of children there were papas and mamas, uncles, aunts, and elder sisters. When all were come, we shut out the cold. The great fire burned clearly, the tea and coffee were as hot as possible, and the cheeks of the little ones grew rosier, and their eyes brighter every moment . . .

Blaze of Glory

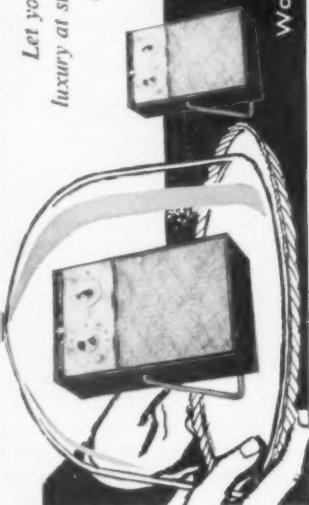
"The tree really looked beautiful. The room seemed in a blaze, and the ornaments were so well hung that no accident happened except that one doll's petticoat caught fire. There was a sponge tied to the end of a stick to put out any supernumerary blaze, and no harm ensued.

"I mounted the steps behind the tree to see the effect of opening the doors. It was delightful. The children poured in, but in a moment every voice was hushed. Their faces were upturned to the blaze, all eyes wide open, all lips parted, all steps

GIVE IN A PRINCELY FASHION... at little cost!

Let your customers know you by the quality of your gift. You can give luxury at such little cost if it's the new Regency 7-transistor Plus diode Model TR-7 that operates for weeks on 3 inexpensive pen-light batteries.

Off-white with gold or sophisticated black—Only \$39.95



Your inquiries are invited for your quantity requirements—you owe it to yourself to find out how little you can distribute this original gift.

Radio Shack Advertising

Model TR-7 is a real value made by the company that produced the first transistor radio. It has more sensitive station selection and a combination carrying handle-easel; real tone and loud when you want it.

XL-24—Your Private Ear. The smallest real transistor radio ever made. It can be used as a cigarette pack—listen any time, anywhere without disturbing anyone. Weighs less than a hearing aid—perfect for spectators at sports, night owls, students in libraries, etc.—leatherweight earphone plays for you alone. Mandarin-Red. Operates on 2 pen-light batteries. Only \$14.95

Regency

Division I.D.E.A., Inc.

World's only Specialist in Transistorized Equipment 7900 Pendleton Pike, Indianapolis 26, Ind.

arrested. Nobody spoke, only Charley leaped for joy.

"First symptom of recovery was the children's wandering around the tree. At last a quick pair of eyes discovered that it bore something eatable; and from that moment the babble began. . .

"When all had had enough, we returned to the larger room, and finished the evening with dancing. By 10 o'clock all were well warmed for the ride home with steaming mulled wine, and the prosperous evening closed with shouts of mirth.

"I have little doubt the Christmas-tree will become one of the most flourishing exotics of New England."

Miss Martineau's prediction was accurate. The "exotic" has traveled far beyond New England.

During his five years at Harvard Dr. Follen entered the Unitarian ministry. He served as pastor of churches in Massachusetts, and later in New York City. Roads are named for him in Lexington and Cambridge, Mass.

Tragically, he died with all other passengers and crew in the Long Island Sound steamer *Lexington* when it burned and foundered in 1840.

Giessen, in Hesse-Darmstadt, his birthplace, is also claimed as the birthplace of the Christmas tree. Of that there is no definite proof. The custom was prevalent in Germany during the 18th Century; and a lighted tree in Strassburg was written of in 1604.

Back Into Time

Centuries before then the Norsemen hung boughs in their halls and decorated them with lighted sconces at Yuletide. Pre-Christian Romans placed images on evergreens as we place them on our Christmas trees. In India for thousands of years artificial trees have been hung with lights and colored ornaments.

Martin Luther, according to one legend, is credited with "invention" of the Christmas tree. Impressed with snow-flaked evergreen trees on a moonlit Christmas Eve, he reproduced the effect indoors with a candle-decked tree.

Hessian soldiers brought Christmas trees to this country during the Revolution, according to another theory. That, too, cannot be proved.

Yet it is certain that Puritan New England had no trees nor any Christmas celebrations. Southern and Western states, while observing some Christmas customs, knew nothing of trees until after Dr. Follen's time.

Beyond question the "tribes of children" mentioned by Miss Martineau at the Cambridge party demanded similar trees next year in their own homes. A young Cabot of the 1830's may have used different language from today:

"Pray, sir, permit us to enjoy a Christmas-tree such as Cousin Charley had?"

The result was the same as "Please, Daddy, can we, hunh?": Trees blazed in all Cabot residences. From Back Bay the innovation spread in widening circles.

In England, Prince Albert followed the example set by his fellow countryman here. What the Royal Family did was, of course, quickly adopted by right-thinking Britons.

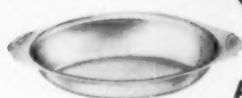
Since 1832 trees have grown into a fixture in the traditional Christmas festivities.

The candles lit by pioneer Follen have never gone out. They make glad the heart of childhood.

ALL PRICES . . .

. . . quoted in the Gift Gallery are retail for one-of-a-kind purchases. Quantity discounts generally apply.

Vendors will supply complete information on personalizing, shipping dates, special wrapping, etc., if you mention SALES MANAGEMENT'S Business Gift Issue.



OVAL VEGETABLE DISH
28 oz. capacity 6.95



BREAD TRAY
11½" Length 4.25



Well and Tree PLATTER
18" x 12½" 14.05



**Tobacco Leaf Pattern
ASH TRAY**
6¾" x 4¼" 2.10

STAINLESS STEEL
by **LEGION**
selected by the finest hotels
NOW AVAILABLE
for your gift list

Now for the first time, you can buy world famous "Legion" ware at special discounts as Christmas gifts that will be remembered.

"Legion," the name which stands for craftsmanship in stainless steel has been the hallmark of quality in the discriminating hotel, restaurant and club field for more than 35 years.

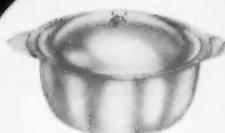
"Stainless steel" means a lifetime of beauty requiring no care. You can cook and serve with the same item.

These gifts may be purchased only through the Gift Division of Legion Utensils Co., Inc. at these special prices. Use the coupon for ordering. We will sample on open account to rated firms. Cresting is available at a slight additional charge. Furnish details on volume orders for our estimate.

All prices F.O.B. Long Island City, N.Y.



SALAD OR FRUIT BOWL
10" x 5" 13.70
(capacity 4½ qts.)



ROUND CASSEROLE
5 pt. capacity 14.85



VEGETABLE DISH
13" x 10½" x 2¼" 25.00



Empire CHAFING DISH
3 pt. capacity 52.70



Esoffier CHAFING DISH
6 pt. capacity 113.75



BEVERAGE SET
4 pieces 22.05



INSULATED BEVERAGE SERVER
10 oz. capacity 13.00

order coupon

LEGION UTENSILS CO., INC.

21-07 40th Avenue, Long Island City 1, N. Y.

Send items checked. Payment enclosed

<input type="checkbox"/>	A	Oval Vegetable Dish	6.95
<input type="checkbox"/>	B	Bread Tray	4.25
<input type="checkbox"/>	C	Well and Tree Platter	14.05
<input type="checkbox"/>	D	Ash Tray	2.10
<input type="checkbox"/>	E	Round Casserole	14.85
<input type="checkbox"/>	F	2 comp. Vegetable Dish	25.00
<input type="checkbox"/>	G	Salad or Fruit Bowl	13.70
<input type="checkbox"/>	H	Empire Chafing Dish	52.70
<input type="checkbox"/>	I	Esoffier Chafing Dish	113.75
<input type="checkbox"/>	J	4 piece Beverage Set	22.05
<input type="checkbox"/>	K	Insulated Beverage Server	13.00
TOTAL			

NAME _____

FIRM _____

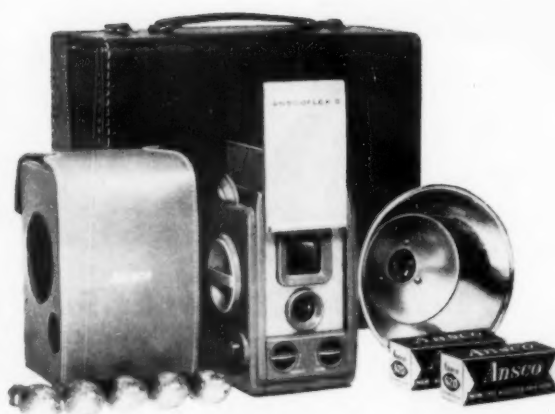
ADDRESS _____

CITY _____

ZONE _____ STATE _____



COLOR CLIPPER OUTFIT. Here's an all-metal, compact leader in the field of precision low-priced cameras. Takes twelve $2\frac{1}{4} \times 2\frac{1}{4}$ " pictures on 120 film. Complete outfit includes Color Clipper camera, flashgun, five flash bulbs, Universal Viewer and one roll each of Anscochrome and All-Weather Pan film; all packed in luggage-tan carrying case. **\$25⁹⁵ Retail**



ANSCOFLEX II OUTFIT. This is the best looking reflex available. Bright, full-size finder, twelve big $2\frac{1}{4} \times 2\frac{1}{4}$ " pictures on a 620 roll. Complete outfit includes Anscoflex® II camera, flash unit, five flash bulbs, two rolls of Ansco All-Weather Pan film, and matching camera case. All packed in attractive luggage-tan carrying case. **\$28⁹⁵ Retail**

4 "premium-proven" Ansco cameras, priced, designed and advertised for mass sales!

ADVANCED PHOTO PRODUCTS
Ansco

FOR EVERYONE WHO TAKES PRIDE IN HIS PICTURES



NEW MEMAR OUTFIT. 35mm precision at its ultimate in value and picture-taking ease. Fast $f/2.8$ lens, eye-level viewing, automatic film advance lever, exposure counter, and cross coupled shutter. Outfit includes Memar® $f/2.8$ camera, leather camera case and flashgun, 20 exposures of Anscochrome® color film. All in luggage-tan carrying case. **\$59⁹⁵ Retail**



READYFLASH OUTFIT. The ultimate in fool-proof, easy-to-use simple cameras. Outfit includes Readyflash camera, flashgun and 1 roll of All-Weather Pan. Everything conveniently packed in attractive gift box. **\$9⁹⁵ Retail**

Other Ansco cameras and outfits from \$6.95 to \$74.50

Ansco, Binghamton, N. Y. A Division of General Aniline & Film Corporation

Gift Gallery

- That's Different!
- Up to \$3
- \$3 to \$10
- \$10 to \$20
- More Than \$20
- For Special Occasions

Gift Gallery

This picture gallery displays presents for the home and family, for the office, and for personal use. For your convenience they are grouped as:

That's Different!
Up to \$3
\$3 to \$10
\$10 to \$20
More Than \$20
For Special Occasions

Prices are retail for one-of-a-kind purchases.

However, in a few instances, prices are based on certain minimum quantities. Such exceptions are indicated in the captions.

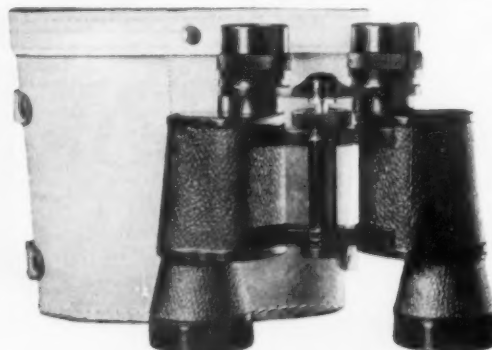
Quantity discounts generally apply. Often these discounts are substantial. Vendors listed in the captions will supply full details on prices, shipping, personalizing.

Many of the products illustrated here are only one item in a line. Others, at higher or lower cost, may better fit your needs. Again, vendors will gladly describe their complete lines, and submit samples to SALES MANAGEMENT readers.



◀ CATCH-ALL CADDY holds pencils or odds and ends. Ceramic jar is 4½" high, 3⅜" diameter; trimmed in gold; cork bottom. May be imprinted. Comes with 10 black pencils (which may be imprinted), and a red and blue pencil. Pencils furnished unsharpened. With one-color imprint, \$2.05 each, minimum order 150. World Wide Art Studios, Covington, Tenn.

▼ COMPACT size, light weight are features of "Banner" binoculars. Seven-power magnification, high light transmission; center focus only; five-year guarantee. In durable pigskin case. \$39.50. D. P. Bushnell & Co., Inc., 41 E. Green St., Pasadena, Calif.



▼ MUGGSY beverage mugs are decorated by hand in bright colors. Eyes and noses protrude. White, chip-resistant

body; 5" high; 16 oz. capacity. Set of six, one of each design: \$7.20. The Pfaltzgraff Pottery, York, Pa.



► **GLEAMING** stainless-steel tableware is eight times harder than silver, and never needs polishing. De luxe handmade wood chest has service for 12—117 pieces, including serving spoons, ladle, meat forks, etc. \$210. Carvel Hall, Chas. D. Briddell, Inc., Crisfield, Md.



▲ **SQUEEZABLE** plastic tube contains dry-powder fire extinguisher. May be imprinted with your message. Small enough for car glove compartment, kitchen drawer, boat, etc. 55c each in quantities. Shaw-Barton, Coshocton, Ohio.

► **LIFT KNOCKER** and you hear a two-note chime. Not electrically operated, the sound comes from a small box inside door. Outside panel is anodized gold, with slot for the name. Installed by "even the most tool-shy." Two sizes, at \$4.95 and \$8.45. Nutone, Inc., Madison & Red Bank Roads, Cincinnati 27, Ohio.



Gift Gallery

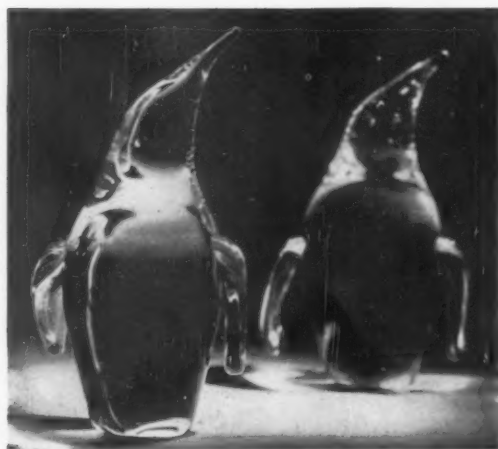
That's
Different



▲ **FAMILY BELL** will announce meals, summon the youngsters, etc. Cast iron, brass fittings, rawhide thong. Ox-yoke bracket for mounting. In re-shipper carton. \$5.95. Wilton Products, Inc., Wrightsville, Pa.

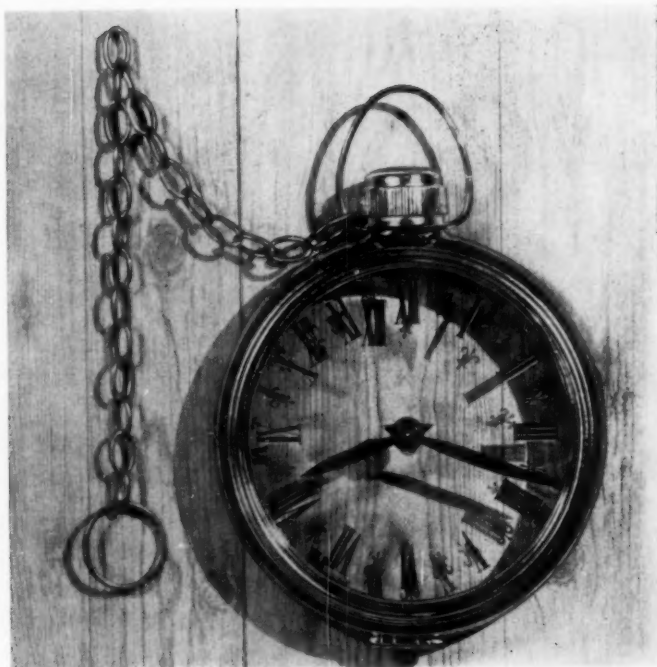
◀ **COCKTAILS FOR TWO** set has instructions on rear of 15-oz. pitcher. Lettering is 24-k. gold; glasses are 5 oz.; tray is 8" x 10", bent glass. \$8. Gay Fad Studios, Lancaster, Ohio.

▼ **PROUD STRUTTERS** are solid crystal replicas of penguins. Their natural habitat is Antarctica, but in warmer climes they act as paperweights or merely look decorative. Height: 6½". \$40 each. Steuben Glass, 718 Fifth Ave., New York 19, N. Y.



▲ Graceful swans reminiscent of Cellini, add elegance to table settings. Wings, neck and head are wrought sterling, mounted on crystal bodies. Each has miniature sterling spoon topped by cherub. Divided for salt and pepper. \$10.00 each. A. Suaskind, Dept. ES, 49 Victory Blvd., Staten Island 1, N. Y.

► **GIANT** replica of Grandfather's watch and chain is an illuminated clock. Metal case, golden color; brass chain; crystal See-Thru dial. Hands seem to float in space. Lit by hidden light switch. Height: 17½", 13" wide. \$24.95 plus tax. Haddon Products, Inc., 2066 S. Canalport Ave., Chicago 8, Ill.

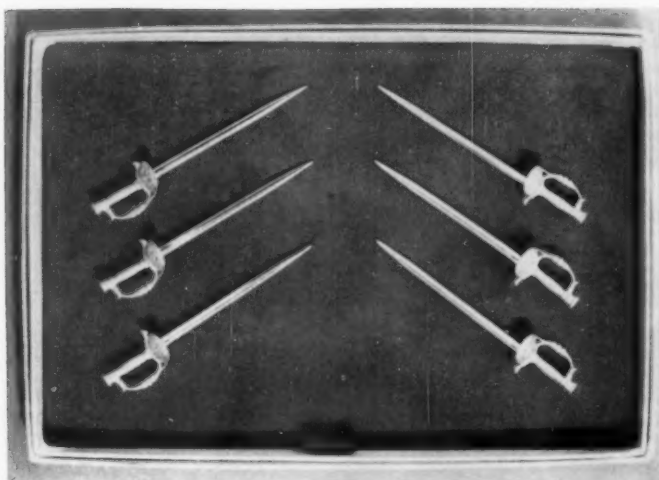


▲ **REMOVABLE** sphere allows a few or many keys to be added to keyring. In lifetime sterling silver. Gift packaged. \$4.50, postpaid. Tiffany & Co., Corporate Gift Dept., 727 Fifth Ave., New York 22, N. Y.

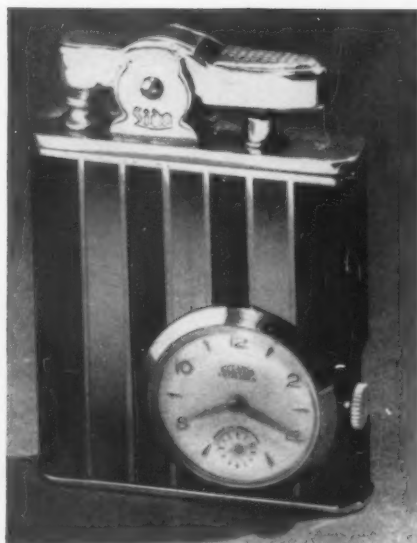
▼ **COIN BANK** is opened by a single bolt. Inscription inside reads: "There's money in Aberdeen Angus." Size: 7½" x 4½" x 3"; Hand cast in black-finish iron. Exact replica of a wood carving. \$7. Virginia Metalcrafters, Inc., Waynesboro, Va.



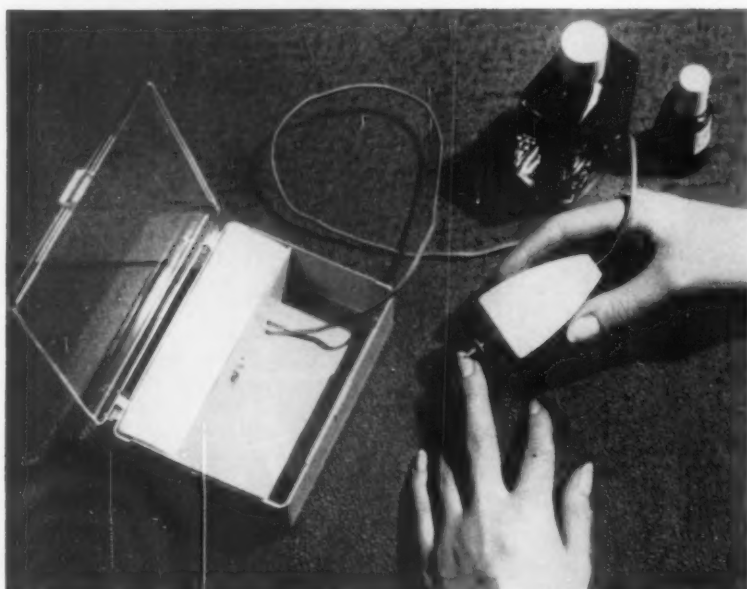
▲ **REAL BUTTERFLIES** with leaves and foliage are inlaid in plastic top of folding table. Stain resistant; marproof. Opens and folds in one motion. Size 19" x 24"; 26" high; walnut-finish legs. White or turquoise and gold. \$19.50. Biltmore Mfg. Co., 2757 N.W. 75th St., Miami 47, Fla.



▲ **TINY SABERS** are for spearing olives, onions, and hors d'oeuvres—as well as promoting conversation at parties. Exact replicas, $2\frac{3}{4}$ " long, of the real thing in sterling silver. Set of six, gift boxed, \$7.50 plus 50c for shipping. Tiffany & Co., 727 Fifth Ave., New York 22, N. Y.



◀ **TIME & LIGHT**: Snapping the lighter automatically winds 17-jewel watch. Cannot be overwound. Top-grade mechanism on lighter, precision timekeeper. As shown, and also in black, tortoise, or lizard. With up to three initials if desired, \$31.50, Federal tax included. B. Gately, 179 Avenue A, New York 9, N. Y.



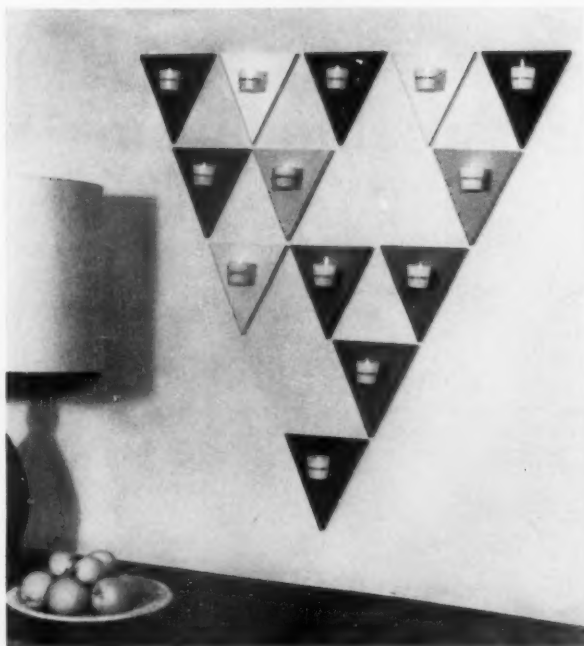
◀ **AUTO CARE** manicures nails faster and easier. Battery-powered device files, buffs, edges; sapphire point. For men or women. In case with transparent top. \$3.50 each in quantities of 50. Osborne-Kemper-Thomas, Cincinnati 12, Ohio.

► **FLIP** of the finger retracts stem of the Dulwich Snug pipe so that it takes up little room, as pictured. Yet oval well contains the same tobacco capacity as conventional bowls. Flat and compact, it reduces pocket bulge to a minimum. Natural grain or rustic black finish. \$7.50. Ernst de Koven, Box 5, Centuck Station, Yonkers, N. Y.

▼ **TIE CLASP** is also an accurate, tiny slide rule. Fully calibrated, with scales A, C, D. Groove in which C scale slides may be engraved with giver or recipient's name. Sterling silver, or gold plated. \$6.98. A. Jompole Co., 391 Eighth Ave., New York 1, N. Y.



▲ **AMATEUR** bartenders will bring out this jigger when the order is for "Just a thimbleful." Sterling silver replica of real thimble holds 1½ oz. \$7.50. Towle Mfg. Co., Newburyport, Mass.



▲ **DANCING LIGHTS:** An eight-hour candle is mounted in center of gaily colored Tri-Lites. Latter are finished in a wide choice of colors, permitting countless arrangements. Triangles (8" x 9") are hardboard; may be mounted on wall at any angle. Candle cups are opal glass; dripless candles. \$4 each. Peter Pepper Products, Inc., Palos Verdes Estates, Calif.

► **ELECTRIC** watch is powered by a button-size "energizer," needs no winding. Unusual-shaped dial continues onto end ornament at 12 o'clock. Luminous hands; sweep second hand; shock resistant, antimagnetic. Gold-filled case. With alligator strap, \$100; with link bracelet, \$110. Presentation Sales Dept., Hamilton Watch Co., Lancaster, Pa.



GIFT GALLERY continues
on page 100

CASCADES MOUNTAINS firs are clipped every four years to supply greens for Christmas. Tall pulpit crane brings upper limbs within reach of pruner. Tractor-truck below waits for its load of these boughs.



E vergreens Are Big Business

It takes lumberjacks, "Weasel" snow buggies, ribbon-tyers, and an age-old process to put Yule decorations in your living room.

More than 40 million Christmas trees were placed on the market last season.

Some of the nation's 49 million families raised their own. A small number did without. But the majority trimmed "store boughten" trees.

Here's an industry that shows healthy growth. In 1947 a mere 28 million trees were sold. Two years ago the 38 million trees twinkling in living rooms retailed for \$47.5 million. Wreaths, holly, and evergreen decorations added to the dollar total.

At that time Canada was far ahead as a producer: 12 million trees. Then came the three states of Michigan, Wisconsin, Minnesota: 7.9 million. Next were Washington, Oregon, California, Montana, Idaho: 7.8 million. The 11 New England and Middle Atlantic states: 4.8 mil-



HORSE LAUGHS at steep grades, snow, marshy spots that defy trucks on tractor treads. He and friend bring bundles to trucks. Then pungent cargoes travel to warehouse for assembly by teams of women experts into wreaths.



DOOR ORNAMENT, such as this is a favorite home decoration. High-altitude firs are combined with long-needled pine, cones, and ribbons. Prices for G. R. Kirk Co., Tacoma, Wash., gifts are \$2.95 to \$13.95, postpaid. "Noble Knight" here is \$5.95.

and unusual evergreens. Business givers want something that can't be found at the local A. & P."

The Gifford Pinchot National Forest, of south-central Washington, had exactly what Kirk sought: dense stands of Alpine fir, Pacific Silver fir, and Noble fir. Filled with long, fragrant needles, their close-growing branches may be made into Yule specialties.

Under U. S. Forest Service supervision, Kirk built roads into the area, 4,000 to 5,000 feet high in the Cascade Mountains. Formerly it was inaccessible. "Bough farming"

begins there after the first snow has hardened the needles.

Mobile bunkhouses and mess halls for the lumberjacks are hauled in about October 1. Permanent camps cannot be used, for winter snowfalls as deep as 25 feet would crush the stoutest roofs. Harvesting is a race with the weather. It lasts about two weeks, or until 6-10 feet of snow has swirled through the peaks and plateaus.

Ordinary trucks, of course, would be helpless in such conditions. Kirk operates with tank-tracked vehicles that clank over the stiffest obstacles, up the steepest grades.

Formerly the tree trimmers had to climb to reach upper branches—slow and exhausting work. Now they are equipped with cranelike towers, mounted on tractors, that swing up to any height.

Twenty per cent of the boughs are pruned from selected trees each

lion. The 14 Southern states: 3.6 million. These proportions are about the same today, though the output is higher.

Despite its size, the industry has few large operators. Farmers who cut a few trees, or a few truckloads, account for 40% of sales. With them it's a sideline. Planning, however, is increasingly evident.

Elaborate plans are carried through with military precision by two of the largest firms in the business: G. R. Kirk Co., Tacoma, Wash., (3½-4 million trees), and Roy Halvorson, Duluth, Minn., (1½ million).

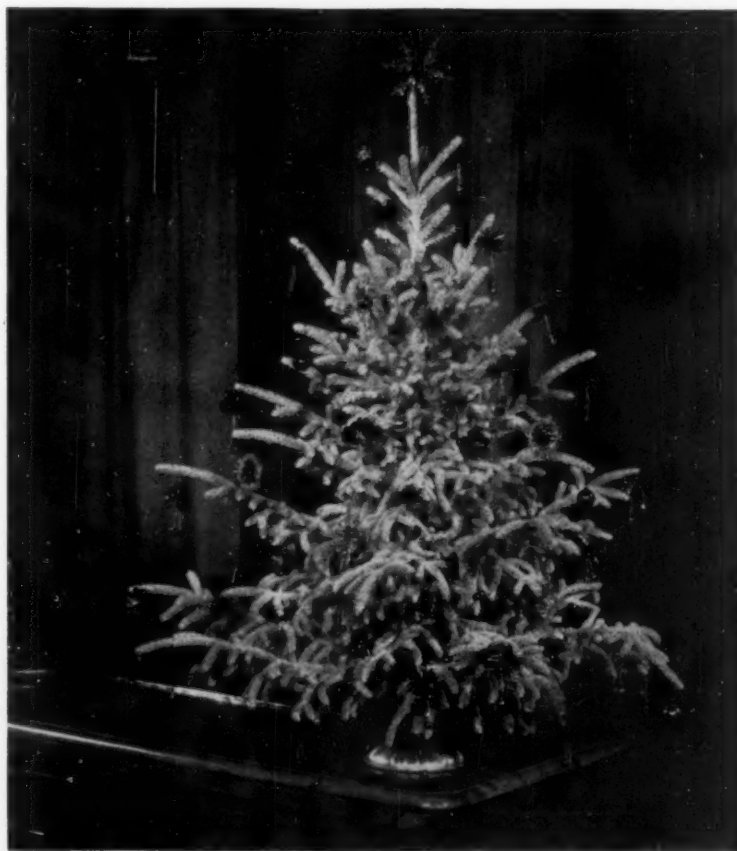
Delivering such a forest in the brief period before Christmas demands hair-trigger timing and efficiency.

Both concerns sell nationally through wholesalers and to florists, super markets, and groceries—from chains to little Ma and Pa stores. Also, Boy Scouts, Optimists, Kiwanis, and similar organizations retail many trees to earn money.

Mass shipments of unadorned trees are bread-&-butter to Kirk and Halvorson. Fancy business gifts, however, are the "caviar" on which they look most fondly. Small in volume, the mail-order packages are tops in quality and profits.

"We started experimenting with our 'Evergreen Gift Pack' in the early 1940's," says Paul Kirk, son of Founder G. R. Kirk.

"After trying different combinations, and much consumer research, we learned that we must offer rare



DWARF spruce tree, "snow" covered, is featured as gift by Roy Halvorson, Duluth, Minn. Fire-resistant, it rests in golden base which is filled with a synthetic sap that preserves freshness. Complete package—tree, 12 lights, tinsel and glass ornaments—is \$12.15. Tree and ornaments: \$7.15.



NORTHERN COMFORT New! Original!

Just right gift to tickle heart and palate too. Specially bottled pure Vermont Maple Syrup. Northern Comfort is an ideal business gift with just the right touch of humor plus an abundance of delicious maple flavor.

* Price \$2.95 per bottle

Also Available in Pints & 1/2 Pints



Say Merry Christmas with the WORLD'S SWEETEST GREETING CARD®

The most original gift that you can give. You can personalize this gift with any group of letters or numbers up to 15. No word over 12 letters. 72 pieces of nature's greatest sweet treat . . . genuine Pure Vermont Maple Candy. Use picture as a guide. Print a list of NAMES or GREETINGS . . . send to us, we will take care of everything.

* Price Only \$2.50 per box

Complete line of Pure Vermont Maple Products . . . plus many Special Vermont-Style Christmas gifts.

*Send for Catalog and quantity price list

John Shelby
THE MAPLE
SUGAR MAN

BARRE • VERMONT



year. Four years later the crews return and get another crop.

Cut branches travel in semitrailers 250 miles to a warehouse at Puyallup, Wash., near Tacoma. Cold storage keeps them at the right temperature to preserve the aromatic scent and color.

Next an assembly line of 100 women fashions the boughs into wreaths, door ornaments, and holiday decorations. Cedar and other greens that grow at lower altitudes are combined. Ribbons, bells, etc., add the final touch.

The Post Office Department sets up a 10-man post office to handle these gift packages during the shipping rush. Packages go by refrigerated parcel post cars.

Boughs that bent to Cascade Mountains breezes end up in a Wall Street office or a Texas ranch house.

Another specialty is painted and flocked Christmas trees, which Kirk claims to have originated in 1946. The 30- to 40-inch spruce trees are from the muskies of northern Minnesota where "slow growth lends to density and symmetrical beauty."

Choose Your Color

Simple painting is by dipping or spraying. Flocking is blown on with spray guns. For a very heavy coating, the adhesive and flock are sprayed simultaneously from two guns. Green, pink, and white flocking — resembling snow — are most popular.

All these trees are sealed in a metal base filled with a life-prolonging fluid, and are treated for fire resistance.

About 60% of Kirk's trees come from its own farms, 40% from private and government timberlands. The right to cut trees or boughs on government land is auctioned to the highest bidder. Kirk's largest farm, 40,000 acres, is in British Columbia. A 10,000-acre farm is on the peninsula of Washington; the rest are in Minnesota, Wisconsin, Michigan, and eastern Canada.

Of the 25 species of trees used, 10 account for 90% of the volume. Balsam ranks first in favor throughout the East. Douglas fir, red spruce, and white spruce are preferred in the Midwest. They need 12 to 18 years to reach the average 6-ft. height. Scotch pines may reach the market in as little as 8 years. But

the stunted black spruces, for flocked table trees, are 75-100 years old at harvesting.

Misinformed people sometimes wail that "Christmas trees are a criminal waste of our forest resources." Lumbermen know better. Cutters of Christmas trees use an entirely different type of tree from that for timber.

For the latter you want tall, quick-growing varieties. The fewer limbs the better. That means good land, with space for the big fellows to gain board feet. On these timberlands the crop requires periodic thinning. The culls become Christmas trees.

In contrast, Christmas trees are ideal for poor or wornout soil. They grow slowly there, with many branches. So, abandoned farms — cheap to buy — are well liked by mass marketers of Yule trees.

De luxe trees, gift packaged, are also popular with both sellers and buyers. Halvorson sold 10,000 special trees last year, with 350 customers taking virtually all of them. The company sells to only one firm in each business classification in a community, thereby promoting the tree as an exclusive with "name" identity.

Because each tree is hand selected and individually processed, Roy Halvorson is not looking for a big market. Instead, he thinks that 10% of his annual 1 1/2 million volume will be the maximum potential.

His package contains a table-size, snow-white tree, miniature lights, ornaments, and greeting card in a carton lined with gold foil.

The lights were developed by Halvorson after two years of testing. Each bulb has its own socket that snaps on anywhere along the 18-ft. plastic-coated white cord. A plastic-coated transformer plugs into any household outlet. Free of shock and fire hazard, the lights are wired in parallel so that the set will not be affected should one bulb burn out.

Packaged trees, Halvorson explains, are shipped in individual cartons via parcel post, with mailings scheduled according to the distance the gift must go to arrive just before Christmas.

Re-orders are almost invariable, he reports. Kirk, too, says: "We enjoy close to a 97% repeat business from industrial accounts."

exciting gift wins hearts of homemakers & husbands!

New **CORY** Automatic

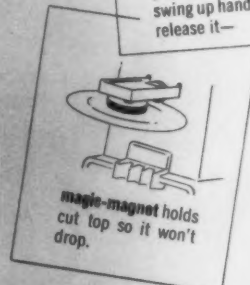
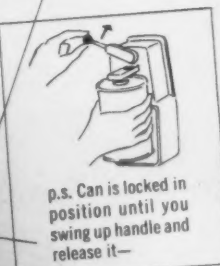
ELECTRIC CAN OPENER

So new . . . so unique . . . the CORY Automatic Electric Can Opener is a practical gift that will be used and appreciated every day! Opens any size household can in seconds . . . without effort. Fully automatic, it locks can in place and starts—turns and cuts open can in one revolution—shuts itself off automatically. Then, it keeps the can locked in place 'til it's needed—that's an exclusive feature. Best of all, the handy Magic-Magnet holds the cut can lid so it does not drop into the opened can or fall to the floor. Rated "the very best" by a top consumer research firm, the CORY Electric Can Opener is the only fully automatic electric can opener in the nation. It's easy to install—safe to use. That handsome desert gold and snow white housing complements the finest decor. In a gay gift carton, the new CORY Automatic Electric Can Opener is the perfect present for business gifts . . . for new brides . . . anniversaries . . . and for every homemaker and husband!

cans open as easy as 1—2—3!

MODEL DCA . . . Cory Automatic Electric Can Opener . . . 115 volts, 60 cycles, A.C. only, 200 watts, UL approved. Ship. wt. 5 lbs.

Retail price
\$29.95



write—wire—call
for more complete price information on all CORY gift appliances

See your local **CORY** distributor
or dealer . . . or contact

CORY CORPORATION

3200 W. Peterson, Chicago 45, Illinois
In Canada—CORY, Ltd., Toronto 19

smart new gift for homes and executive offices

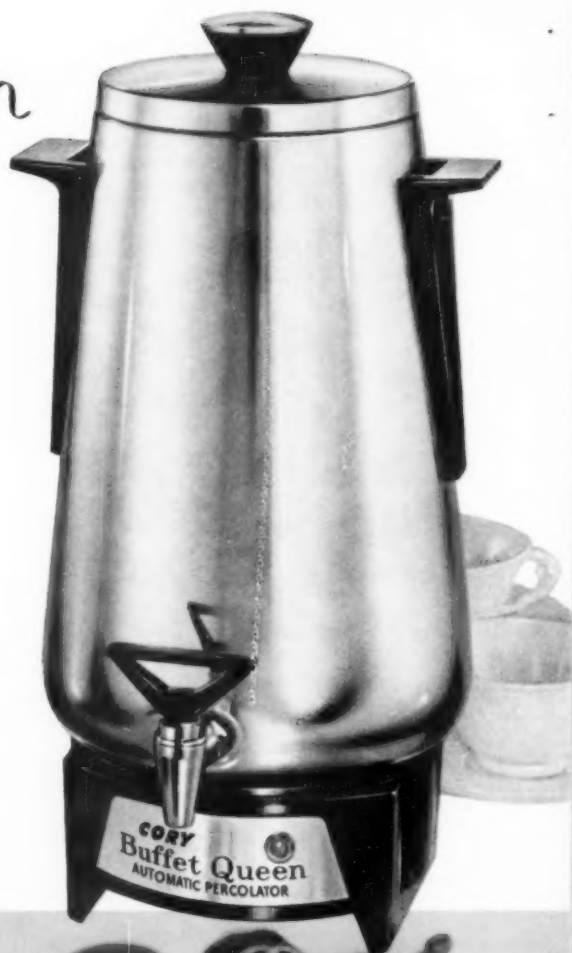
NEW **CORY** Buffet Queen

10-32 Cup AUTOMATIC ELECTRIC PERCOLATOR

automatically a welcome gift that automatically perks and serves as much as 32 cups of zestful coffee at the table or buffet or in the executive office. smartly styled in chrome and black, the new CORY Buffet Queen Automatic Percolator complements the finest china, sterling or office appointments. so easy to use . . . put in cold water to the desired cup marking on housing . . . add coffee to right cup marking on basket and place it in position . . . plug it in . . . starts perking in seconds. in just 11 minutes, it can perk 10 cups of coffee . . . takes only 23 minutes to perk 32 cups of coffee. signal light blinks red when coffee is ready to serve . . . lo-heat element keeps coffee drinking hot for hours. features swivel spigot . . . heat-proof footed base . . . carrying handles too. it's versatile . . . it's handy . . . it's useful! excellent executive business gift—perfect present for the home for parties, buffets, family use, recreation rooms.

MODEL AP-32 . . . CORY Buffet Queen Automatic Electric Percolator . . . 10-32 cup capacity (160 liquid ounces), 1000 watts, 115 volts, A.C. only, UL approved. Dimensions. 16" high by 8" diameter. Ship. wt. 5½ lbs.

Retail price. \$39.95



Famous CORY Crown Jewel Automatic Percolator. Truly the V.I.P. gift supreme with a touch of elegance! Beautiful with its stainless steel body and glamorous 24K gold plated base plus the handsome rattan-like handle. Of course, it is fully automatic—perks wonderful coffee, keeps it piping hot automatically. Features flavor-selector, signal light, 4-9 cup capacity. Ship. wt. 5½ lbs.

Retail price. \$50.00



CORY Knife & Scissors Sharpener. Perfectly sharpens any knife or scissors the right way—quickly, easily at home. Simple to use—won't harm any cutting edge. Ship. wt. 3 lbs.

Retail price. \$16.95

CORY Knife Sharpener (not shown) same as above, but for sharpening knives only. Millions now in use. Ship. wt. 3 lbs.

Retail price. \$14.95

Crown Jewel Knife Sharpener (inset) for sharpening knives only. Handsome gold-like case with ebony trim. Ship. wt. 3 lbs.

Retail price. \$19.95

Incentive and Gift Services of Catalog Specialists

Choose-your-own prizes and presents—for employees and customers—are booming. Leading companies in the field here explain: 1. What you can get. 2. How these plans work. 3. At what cost. The keynote, they emphasize, is flexibility.

Choose-Your-Gift Cards

By E. C. BENNETT
President, Bennett Brothers, Inc.
New York, N. Y.

Sales executives save time and money, and eliminate worry when they use Bennett Brothers "Choose-Your-Gift" greeting cards for corporate giving.

Companies have found it easier and more effective to send a gift card at Christmas than to select a single item

which must try to appeal to everyone on the list. Requests for such a complete service led us to develop a new and more luxurious approach to selective giving this year.

The plan is simplicity itself. Here's how it works:

A company orders as many of these colorful 16-page cards as needed to cover the gift list. They are priced at four different levels: \$6.25, \$11.25, \$16.50, and \$21.50.

They may be ordered in one or any combination of prices. There is only

the one cost. It includes the 16-page card, the gift, packing and shipping charges. This price reflects our usual wholesale savings.

The "Choose-Your-Gift" package is big. It comprises:

The beautifully printed gift card illustrating and describing 24 gifts.

A colorful "gift pac" envelope to enrich the presentation.

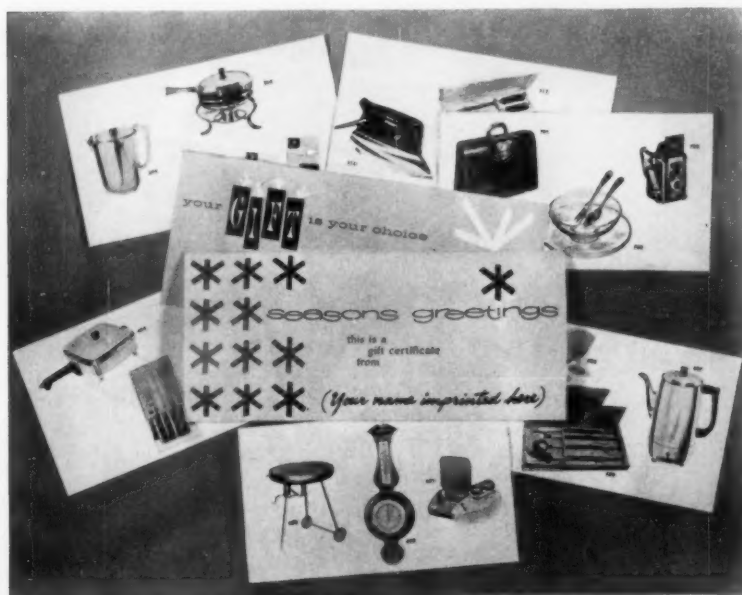
A mailing envelope.

Executives using this highly effective service address the mailing envelope, insert the gift card in its envelope, and mail. They have at that moment completed their work on Christmas business gifts.

No expense was spared in developing this package. The velour-finish cover is soft and silky to the touch. The Kromekote insert, the fine envelopes all reflect high quality and value.

Double impact of the card and the gift offers a plus not found in any other method of corporate giving. Eliminated completely is the danger of duplication. Because he is able to choose from 24 products in each price group, the recipient is sure to find a gift he wants and needs.

Thus the maximum effect is obtained. Management knows that every



CERTIF-A-GIFT has 10 different eight-page gift booklets such as this. Each groups merchandise by price (\$4.85 to \$100), includes post-paid card on which recipient indicates his choice. No price is ever mentioned to recipient.

BENNETT BROTHERS gift card has velvety-feeling cover. Colorful 16-page card depicts 24 gifts. They are priced in four different ranges: \$6.25, \$11.25, \$16.50, \$21.50. Mailing envelope is addressed by the giver, and his shopping is then finished.



gift has the personal endorsement of the recipient.

"Choose-Your-Gift" cards offered this year by Bennett Brothers were designed to impart a feeling of luxury and good taste. The products were carefully selected to suit the preferences of everyone on the gift list. Items for office, personal, and family use were included—with the latter in the majority.

This "Choose-Your-Gift" plan is but one of the many Bennett Brothers services to industry. Our 900-page Blue Book is the prime source for prizes, awards, and gifts. It contains more than 15,000 products from which to select.

With more than half a century of experience in supplying industry with prizes, premiums, dealer loaders, safety and service awards, we are uniquely fitted to handle incentive programs of all types.

Among the many advantages offered our clients are: two shipping points, New York and Chicago. Our facilities for handling up to 15,000 shipments daily are unequalled in the incentive field.

Complete Gift Service

By RANDAL M. TOBUTT
President, Certif-A-Gift Co.
Evanston, Ill.

We entered the sales-incentive business through the back door, and have grown like Topsy because of our unique approach to executive gifts and incentives.

OSBORNE-KEMPER-THOMAS 1958 catalog describes and illustrates in color 76 gifts. Among them is German-made clock, here beside its page in the plastic-bound book. Transistor-powered timepiece will run for three years on 4½-volt battery. Merchandise is priced at up to \$50.

Before originating the *complete* gift service five years ago we had learned three things: 1. The average businessman-recipient is up to his armpits in unwanted and duplicated gifts. 2. Gifts for the home are most popular. 3. Giving is a headache to most executives.

The solution: We let the recipient pick what he prefers from a large group. Then we make sure the majority of gifts are for the home and family. Finally, we take all the trouble out of giving.

Under our plan the executive provides us with a list of people to whom he wants to give, and tells us how much he plans to spend on each. At that point we take over completely, guaranteeing that his gifts will be wanted, used, and appreciated.

Gifts are grouped by price. No matter which item a recipient chooses, the giver pays a preset price. It covers all expenses—announcements, addressing, merchandise, delivery, insurance, etc.

We offer 10 different price groups: from \$4.85 to \$100. The giver may vary the value of his gifts in any way he likes.

A separate eight-page booklet covers each price group. This booklet is mailed to the recipient in a card folder. It explains that the giver wants to be certain he will receive a product that will please him—one that fits his personal interests.

Usually a recipient takes the booklet home so that his family shares in the selection. After deciding on an item, he marks his choice on a postage-paid card and drops it in the mail. The gift arrives by return mail, prepaid and insured.

Prompt delivery is one of our cardinal principles. Where possible, we use United Parcel Service to guarantee next-day delivery. We get third-day delivery to the West Coast via air with United Parcel Long Distance Service.

This plan has worked to perfection





A Great Case For A Merry Christmas!

"BLACK & WHITE"
The Scotch with Character

BLENDING SCOTCH WHISKY 86.8 PROOF



THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK • SOLE DISTRIBUTORS

PRE-SELL THESE PREMIUM PROMOTIONS WITH NEW ANCHORGLASS GIFT CARDS!

Here's a sure-fire way to whip up customer interest in two new Anchorglass premium promotions. It's the new Anchorglass Gift Cards that show these premiums in beautiful color and smart, attractive settings. Two of the newest and most exciting Anchorglass premiums are featured—the 19-pc. Fleurette Luncheon Set and the 7-pc. Milk-White Hobnail Refreshment Set.

Mail these cards to your customers and watch the tremendous interest and desire they build. And you can get them for less than one cent each! In no other way can you get the impact that Anchorglass Gift Cards give you at such a low price.

We will custom print the reverse side of the cards with any copy you desire, or you may obtain them plain and have them printed locally.

Mail the coupon for complete information on these two effective promotions.

Anchor Hocking has the right kind of premium for every kind of problem!

ANCHORGLASS PREMIUMS

make you money...make you friends



FULL COLOR!



ANCHOR HOCKING GLASS CORPORATION

Premium Department, Lancaster, Ohio

PLEASE SEND ME COMPLETE INFORMATION ON THE TWO NEW ANCHORGLASS GIFT CARD PROMOTIONS.

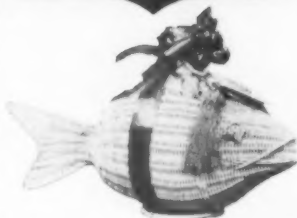
Name _____ Company _____

Address _____

City _____ State _____

SM-9-8

Food Delicacies from Chinatown!



This 18" imported Fish Basket is filled clear to the brim with the most delicious cookies, cakes and tea you've ever tasted! Shipped direct from San Francisco's Chinatown—a gift they'll never forget! Contains Fortune Cookies, Almond and Sesame Cakes, Jasmine Tea, specially gift wrapped. Use the handsome reed basket for years. **\$6.20 ppd.**



The beautiful 13" Swan Basket is loaded to the base of its graceful, flexible neck with a delicious array of Almond and Sesame Cakes, Fortune Cookies, Lichee Nuts, Preserved Ginger and Jasmine Tea. A delightful center piece! **\$6.75 ppd.**

Duckling Basket to accompany Mother Swan—filled with imported candies and Lichee Nuts. **\$2.75 ppd.**



Santa's Sleigh is coming your way with a full load of delicacies: specially flavored candies, Lichee Nuts, Preserved Ginger, Jasmine Tea, Sesame and Almond Cakes and Fortune Cookies. A conversation-piece to decorate your Holiday parties. 17". **\$8.95 ppd.**

Small Santa Sleigh (10") filled with Oriental cookies and cakes. **\$4.25 ppd.**

Discount available on quantities of 25 or more.

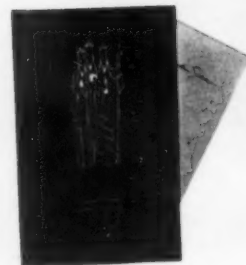


Lotus Co.

436 Pacific Ave.
San Francisco 11
California

WRITE for
brochure

Dept. SM



SELECT-A-GIFT offers two types of handsome gift certificates. One features subscriptions to some 50 magazines. Denominations are \$2, \$3, \$4, \$5. The other adds merchandise. Recipients may browse among 10 to 30 nationally advertised products. Denominations are \$3 to \$150.

—as witness the imitators we now have from coast to coast.

Our best "salesmen" are not on our pay roll. Constantly we hear from businessmen who have received Certif-A-Gifts. They send us names and addresses of givers, and ask that we bring our service to the latter's attention. They know at firsthand how much fun it is to select their own gifts, and how simple it is for the giver. We are in the happy position of having a service that sells itself better than could any salesman.

Christmas gift clients, who were impressed by our merchandise and service, put us into the incentive and premium field. Certif-A-Gift has never solicited a sales-incentive program. Yet we enjoy a gratifying share of the market.

Currently we publish four catalogs. Distribution of our 64-page catalog in 1957 totaled more than 600,000 copies. The reason: An adage that is too often ignored—"There is no substitute for quality."

Among the high-quality names we offer are Gorham sterling, Fostoria glassware, Orrefors crystal, Longines watches, Seth Thomas clocks.

Any incentive or premium we sell must be of the same high standard. For example, recently we conducted a self-liquidating premium program for the maker of a consumer item. The offer was a handyman's tool.

Instead of an off-brand or imported tool, we supplied a Stanley product.

Delivery to the West Coast was by air. The redeemer got a Grade A tool, with faster delivery than he expected. That redounded to the benefit of the sponsor.

Formerly my associates felt I was "a little nutty" on the subject of quality. Since then, our rapid rise in the field of business gifts, incentives, and premiums has caused them to modify their opinion.

Today we keep posted in all of our offices a quotation. It is the controlling precept in any program we prepare for clients. John Ruskin is the author:

"There is hardly anything in this world that some man cannot make a little worse and sell a little cheaper; and people who consider price only are this man's lawful prey."

Whenever the question of finding a cheap substitute for a high-quality product is raised, we point to this quotation.

Trends in Business Gifts

By **GORDON NEREIM**
V-P, The E. F. MacDonald Co.
Dayton, Ohio

What has the business slowdown done to the business-gift buying plans of American industry?

That question was handed to the nation-wide sales staff of the country's

(Advertisement)

Business Gift Buyers— Why Not Play Santa With a Smile!

Relax and enjoy your role as Santa. Among the many beautiful models of Airguide Weather Instruments you'll find it easy to pick just the right gifts for favored business friends—gifts they'll use and enjoy and remember you by.

If it's a few quarters you want to spend, or a hundred dollars or somewhere in between—if it's ten or a hundred or a thousand gifts you need—if you want them as they are or imprinted with your firm name, Airguide has the models to meet your choice.

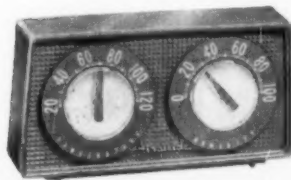
Indoor and outdoor thermometers, humidity indicators, barometers and combination desk units that tell temperature, humidity and weather trends, even a handsome new auto compass, all are beautifully designed, craftsmen made and fully guaranteed. Shown here are eleven of the more than thirty models available.

Famous name lends prestige to your gift

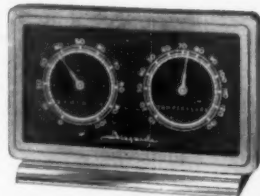
The Airguide name on your gift lends real distinction too because of the firm's long established reputation for producing instruments of dependable accuracy and smart styling. Instantly recognized as a well-known, nationally advertised brand it makes the most favorable impression.

Now is not too early to start your Christmas planning. For complete information on the entire Airguide line with prices and imprint costs call your favorite Advertising Specialty Jobber this week. Airguide Instrument Company, 2210 Wabansia Avenue, Chicago 47, Illinois.

(Prices shown here are retail without imprinting.)



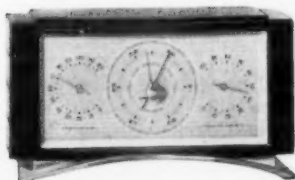
Above:
Holiday Thermometer-
Hygrometer \$2.50
Choice of 4 colors—
No. 109A—Charcoal
No. 109B—Ivory
No. 109C—Coral
No. 109D—Mint Green



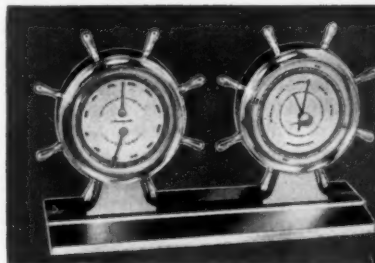
No. 105 Carlton Therm-Hygrometer \$5



No. 79 Auto Compass
Self-illuminated \$7.50

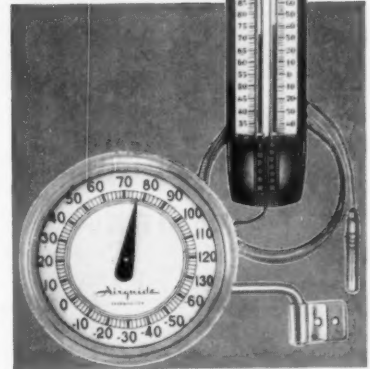


Princeton Combination Desk Unit
No. 506 A—Gun metal gray or
No. 506B—Ivory \$10



No. 507 Corsair \$20

No. 407 Indoor-Out-
door Thermometer \$5



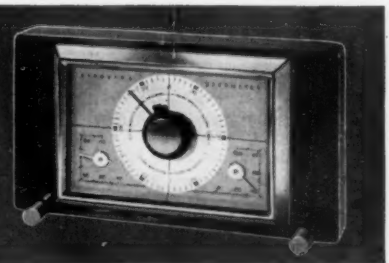
No. 406 Outdoor Win-
dow Thermometer \$2.50



Above left:
Dover Barometer
No. 226—Maroon
or No. 226B—Fawn
Gray \$7.50

Above right:
Coronet Barometer
No. 231A—Mahogany
or No. 231B—Fruit-
wood \$25

No. 238 Catalina Barometer \$15



No. 508 Sherwood \$15



The
Franzenburg
Family
has a special
way of making
friends for you



Your Christmas gift becomes *extra special* when it's one of the products of the famous Franzenburg Wolf Creek Smokehouse. These succulent cuts of country cured and hickory smoked Iowa beef and pork are uniquely delicious . . . a rare combination of Old World skill and Iowa's bounty.

They can be your best good will ambassador this Christmas. It's so easy to send Franzenburg gifts, too! Just mail us the names and addresses on your gift list, mention which gift you prefer to send to each person. We do the rest, including a lovely card in your name with each package.

Prices below include guarantee of safe delivery and complete satisfaction.

Baked and Boneless Hickory Smoked Ham
The choicest, leanest Iowa hams sugar-cured and slowly baked over smoldering hickory embers. Boneless and garnished with pineapple and cherries, wrapped in pure vegetable parchment. As good as they are beautiful, average 7 to 10 lbs. **\$1.75 per lb.**

Franzenburg Smokehouse Favorites

These meats are the ones which have been most popular with Smokehouse visitors over the past 49 years. This delicious variety package contains 1/2 lb. each of sliced baked ham, dried beef; 1 lb each of bacon, sausage; plus a ring of bologna. All hickory smoked, of course. Each individually vacuum packaged. **\$5.75**

Other Franzenburg Gifts

Whole Wolf Creek Smoked Ham,
10 to 14 lbs. **\$1.20 per lb.**
Hickory Smoked Slab Bacon,
7 to 9 lbs. **\$1.10 per lb.**
Hickory Smoked Maplecrest Turkey,
5 to 13 lbs. **\$1.75 per lb.**
Hickory Smoked Canadian Bacon, the boneless
loin of pork, 4 lbs. minimum **\$1.75 per lb.**

Remember, all prices include delivery.



largest merchandise-incentive supplier, The E. F. MacDonald Co. Instructions were: "Pose this question to your clients, big and small, and send us the results for analysis."

Here are the findings, with an interpretation of each fact:

1. Budgets this coming Christmas will be the same or larger than last year. *Comment:* Business giving seems to be pegged to *keep* good customers as business becomes more competitive.

2. Greater selectivity is evidenced, gifts to clients versus prospects. *Comment:* The feeling is, "Let's keep the ones we have, and leave it to the salesman's ability to swing new sales."

3. The salesman's gift budget is based on a percentage of his annual gross volume ranging from 1/20th of 1% to 2%. *Comment:* In the past, budgets were only roughly based on volume. Today they are tightly tied to it.

4. Gifts are tailored for each recipient, versus mass buying of multiple units of one item. *Comment:* This year giving is a serious matter to ensure continued friendly relationships. Each item is carefully chosen.

5. Emphasis is on practical, utilitarian products of a personal nature. *Comment:* Household items for mass giving are declining. Personalized, monogrammed items are increasing. They serve as a constant reminder of the interest and friendship of the donor.

6. Choose-it-yourself gifts are on the upswing. A prize book or merit-point check is given with the invitation to "spend" in any way the recipient prefers. Prize broadsides, featuring 30 to 40 items all averaging out to the same wholesale cost, are also used. *Comment:* This ensures that each executive receives something that he wants. It also transfers the burden of selection from donor to recipient.

7. Gifts are being delivered by the salesman, rather than mailed. If mailed, the gift is sent to the home rather than the office. This ensures the identity of the salesman as the giver instead of the distant identity of his company. *Comment:* More gifts this year will bear personal notes from the salesman, rather than his firm.

8. Companies are seeking professional counseling in gift selection. *Comment:* Do-it-yourself thinking has declined. Professional experience on



JOHN PLAIN working kit of incentive tools for sales and sales promotion managers includes: two richly illustrated catalogs; three de luxe mailing campaigns; custom mailing campaigns; a brochure on travel incentives, and samples of prize award certificates.

the right gift—available at no extra charge—makes good sense to the majority of companies.

9. Decisions are being made earlier as to how much to give, what to give, and selection of the supplier. *Comment:* This is a period of long-range planning. Once the gift decision is made, companies are moving into action earlier.

10. Prices of gifts have shown a range of \$10 to \$100. Most are in the \$15 to \$35 bracket. *Comment:* This year the importance of retaining accounts has brought up the average price, indicating fewer gifts but of a higher value and to more-select accounts.

11. Requests for gift wrapping and the inclusion of hand-signed cards are more frequent. *Comment:* The trend is to make sure that each gift bears a personal message, and is not merely a routine operation.

12. Placing the donor-company's name on gifts has declined sharply. *Comment:* Commercializing Christmas gifts is distasteful to many.

13. There is a lessening in the search for the "unusual and different," and

The "COMPANY CHRISTMAS GIFT"

*Even Santa Claus
wants!*

**ALL FEATURES OF ALL
OTHER MAKES COMBINED INTO ONE
... AND MORE!**

- * Non Sinkable (Both Buckets)
- * Self Aerating Bubbler Type
- * Noiseless Polyethylene
- * Absolutely Rustproof
- * Minnow Trap in Base
- * Flexible Bailing Pail
- * Floats Upright
- * Capacity: 10 Quarts
- * Bait Stays Cool—Lively
(Polyethylene is an insulator)



NEW Silent Minnow Pail



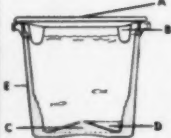
Bait stays cool and
lively in insulating
Polyethylene



Minnow Trap traps
minnows for easy
catching in bottom
of pail



Inner bucket



- A. Lid snaps closed.
- B. Float chamber guar-
antees upright floating.
- C. Air chamber with
pinhole bubbler guar-
antees live bait.
- D. Raise pail—trap
minnow for quick
baiting of hooks.
- E. Flexible bailing
outer bucket.

If you're looking for a business gift that *isn't* "just another Christmas present," read on. Our Silent Minnow Pail is a brand-new idea—a gift absolutely unlike any other—one your business friends will use and appreciate for years.

The Federal Silent Minnow Pail is made of noiseless, unsinkable Polyethylene. It cannot scare the fish and is guaranteed to float upright. A built-in, pinhole bubbler keeps the minnows fresh, while an ingenious trap makes catching them easy. The pail is an attractive green, with an easy-to-spot yellow cover. The handle is strong and features a comfort-grip that's easy on the hands.

Each Silent Minnow Pail is Christmas-wrapped and has its own mailing container. If you wish, we'll make drop shipments so they'll arrive exactly on time. For drop-ship orders, enclose your gift list and business cards.

FEDERAL

sportswares



FEDERAL TOOL CORPORATION
MANUFACTURERS OF PRACTICAL SPORTSWARES
3600 WEST PRATT BOULEVARD
CHICAGO 45, ILLINOIS, U.S.A.

*Send for your
sample today*

See for yourself what a unique business gift the Silent Minnow Pail will make. Order your sample—only \$5.00 prepaid! Quantity order priced attractively lower.

☐ Send sample today

☐ Send quantity prices

Please enclose your check or company purchase order.

Name _____

Title _____

Company _____

Address _____

City _____

Zone _____

State _____

a rise in demand for top quality. *Comment:* The novelty-gift craze has subsided. Mink back-scratchers and jeweled can openers are out. They have been replaced with solid, durable products that will be used often.

Summary: These points underscore the seriousness with which most companies are approaching their business-gift selection for 1958-59. The traditional practice is not being discarded as an economy measure; but is being more carefully thought through than at any time in recent history.

Companies will spend, but they demand good value for their money. They want the gift to reflect the pres-

tige of the donor and the character of the salesman.

It still makes sound sense to remember your good customers at Christmas with a high-quality gift.

Integrated Programs

By JOHN V. OAKSON

Pres., Osborne-Kemper-Thomas
Cincinnati, Ohio

Instead of buying just business gifts, executives may now buy complete "selective programs."

No longer is Christmas the only oc-

casion for gifts. Memories are short. Impact of the initial reminder must be renewed throughout the year.

The personal-relations aspect of doing business has been extended in recent years to cover more than customers and prospects. Progress in enlightened management-labor relations has put the spotlight on the importance of establishing good will among employees.

Promotion of good will among a firm's various publics is an added type of insurance. Of every 100 customers lost by the average company, 68 transferred their loyalty because of indifference. Objective of an integrated business-gift program is to eliminate the risk of "indifference casualties" by saturating a community with constant reminders of the firm's neighborliness.

The roster of occasions for which business gifts are appropriate is long. It includes:

Arrival of new residents in a town.

Company outings or other social affairs.

Opening of new plants or branches.

Departures for vacations.

Local fairs or conventions.

National holidays observed with special local ceremonies.

Company anniversaries.

Give a gift of family fun

Pendleton®
Robe-in-a-Bag



Your thoughtfulness will be remembered for years...when your choice is the versatile Pendleton Robe-in-a-Bag. Ideal for corporate or personal gifts...for men or women...for all ages. The 52"x70" pure virgin wool robe, in authentic tartans or bright plaids, is of famous Pendleton quality. Its zippered plastic carrier, when inflated, becomes a comfortable cushion to add to the enjoyment of sports, traveling, camping, boating, or just plain loafing. Full details and colors on request.

HIGHLANDS (Assorted Plaids) \$13.95, including case—
CLANS (Scotch Tartans) \$17.95, including case.

Pendleton Woolen Mills • Portland 4, Oregon



Eclipse year-round FIREPLACE GRILL

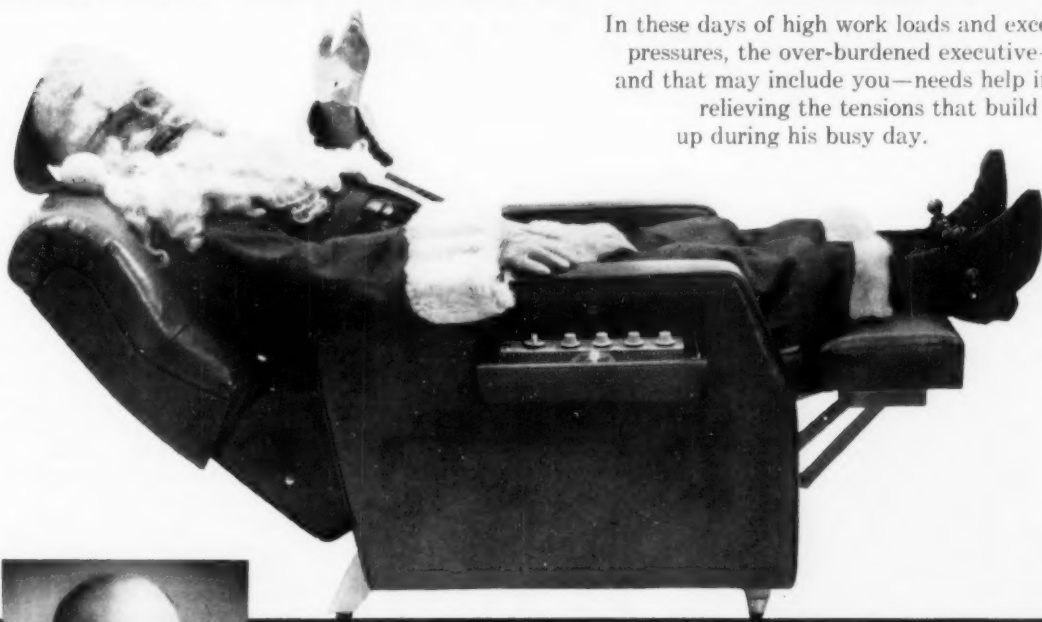
Enjoy sizzling charcoal steaks, chops, etc. all year-round. Handy Eclipse Fireplace Grill can be used indoors or out. Attractively styled to blend with all fireplace fixtures. Heat resistant black enamel grill. Brass finished legs and handles. Adjustable firepot. The different gift that's sure to be remembered. List \$19.95 Electric Spit Available

SUBSTANTIAL DISCOUNTS
ON CORPORATE PURCHASES

Eclipse METAL MFG. CORP.
Eden, New York

SALES MANAGEMENT

A very special gift for your very special people



In these days of high work loads and excessive pressures, the over-burdened executive—and that may include you—needs help in relieving the tensions that build up during his busy day.



Executive Vice President U. V. Muscio, Fedders-Quigan Corporation, world's largest manufacturer of room air conditioners, has found a fool-proof solution:

"Almost from the minute I sat down in my new Niagara Cyclo-Massage® Reclining Chair . . . I knew I was being treated to a new experience in relaxation. Just a turn of the dial provides me with the soothing comfort and relief from tension that I need to keep alert during a strenuous day. Niagara has certainly made my work days more productive by giving me that great-to-be-alive feeling . . . all over again!"

When you investigate more fully you're likely to discover that a gift of Niagara Cyclo-Massage® is a gift of great range and thoughtfulness that repeats itself in a very special way every time it is used . . .

- A gift that helps relieve nervous and physical tension.
- A gift that helps increase blood circulation locally.
- A gift that helps revive flagging energies at any time of the day or night.
- A gift that helps bestow a vibrant sense of alertness and vitality.
- A gift that creates, for the user, a wonderful new world of relaxed well-being.

PORTABLE CYCLO-MASSAGE® UNITS AND FURNITURE IN GENUINE LEATHER

This Christmas, for your very special friends and customers, get the facts on Niagara's portable units for the home, office, and car. Also Niagara's magnificent new line of furniture, units of which are available with heat and in a choice of lustrous or muted genuine leather . . . or in a wide range of decorator-approved upholstery fabrics.

FREE LITERATURE— FULL INFORMATION . . . YOURS FOR THE ASKING

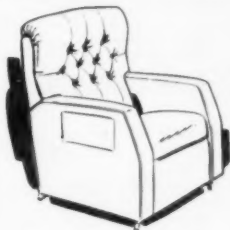
Now's as good a time as any to review the important names on your Christmas gift list. For additional information about Niagara's "miracle of science" suggest you fill in and mail the coupon. No obligation, naturally.



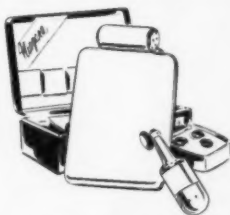
Hear about NIAGARA CYCLO-MASSAGE® on ARTHUR GODFREY TIME, CBS RADIO NETWORK; the JACK PAAR SHOW, and TODAY, with Dave Garroway, NBC-TV; Don McNeill's BREAKFAST CLUB. See your local paper for time and stations.

© 1958 Niagara Therapy Mfg. Corp.

NIAGARA THERAPY MFG. CORP.
Adamsville, Pa.



**HEAT AND MASSAGE
RECLINING CHAIR**
Contains two separately controlled Cyclo-Massage® units and soothing controlled heat. Available in genuine leather or fine fabrics.



**THERMO-CYCLOPAD®
SET**
Pad combines heat and deep massage . . . helps ease tension and relieve moderate pains of arthritis, bursitis, rheumatism. Hand unit for refreshing, localized massage.



CARSSAGE AUTO PAD
A marvelous aid in avoiding travel fatigue and drowsiness. Plugs into cigarette lighter, with negligible battery drain. Helps you arrive refreshed instead of fatigued!

Niagara
CYCLO-MASSAGE®

Niagara, Dept. SM-958
Adamsville, Pa.

Please mail literature and complete information.

Name Position
Company
Street
City Zone State

Weddings, births, birthdays, and other family events.

Achievement of quotas by sales personnel.

Outstanding safety performances by employees.

Suggestions by patrons for improvements.

Tips from friends that lead to new sales.

Christmas.

The key factor is that each occasion presents an opportunity for developing loyalty to the company. And once the ice has been broken, there must

be a continuing cultivation of good will.

This can be effected by several devices which fall into three general groups: a specific gift; gift calendars; direct-mail follow-up in the form of specialties, cards, pamphlets, brochures, and other literature.

At Osborne-Kemper-Thomas we have just reappraised our policy in the advertising-service field. The result has placed particular emphasis on superior gift merchandise, and is manifested in O-K-T's 1958 Anniversary Jubilee Gift Line.

The collection consists of 76 gifts from 12 countries. A number of specific trends are apparent in our 75th Anniversary Line:

1. Business givers are switching from office and desk-type products to ideas for the home. More than 80% of business gifts are now aimed at the family.

2. Companies are upgrading their gifts. Our 1958 line ranges up to \$50. Ten years ago most gifts were in the \$10-\$15 price bracket.

3. As the result of selective buying, prices are dropping. The 1958 assortment is priced 27% below last year's.

In addition to the diversified Jubilee Gift Line, we are concentrating heavily on glassware. Many new and unusual products and designs will be available to make this area of operation increasingly important.

We underscore this aspect of our business because it offers a two-pronged opportunity to impress company identity: 1. Special-design glassware can tell the company story completely. 2. Even more valuable, it tells



TROY ROBES

"so nice to have around you"®

AND
Zip-a-Robes

FRINGED ROBE IN CARRYING CASE

the distinctive and
distinguished
gift for all the
family all
year round

Make your gift outstanding . . . long-remembered!

Make it a Troy Robe, that appeals to everybody . . . men and women . . . of every age . . . everywhere they go! Gloriously colored plaids . . . gay as a Highland fling . . . and available in ACRILAN* or WOOL.

And "so easy to carry wherever you go!" In its own smart carrying case . . . with adjustable shoulder straps . . . and FOAM CUSHION.

Can be personalized with customer's initials.

Seventeen robe and carrying case combinations.

Price ranges from \$7 to \$23. Ask your regular executive gift supplier or write us for name of nearest distributor.

* Acrylic fibre by Chemstrand

NATIONALLY ADVERTISED

"so nice to have around you" the whole year round . . .

FOOTBALL GAMES	FISHING	EXTRA BLANKET
MOTORING	BOATING	PICNICS
CAMPING	COUCH THROW	AT THE BEACH

TROY BLANKET MILLS, Inc.

200 Madison Avenue, New York 16, N. Y.



HELUVA GOOD CHEESE

Here's a gift that your customers and friends will use as a conversation piece long after the Christmas season. A New York State cheese that tastes the way cheese used to taste because it's made and cured exactly the same way it was made and cured back in 1854. It is real old-fashioned country store cheese, only now the country store is The Cheese Joint, and the cheese is going places. If you like the New York State cheese served at your favorite club, chances are it was ours.

For thirty-five years, we have been furnishing it to discriminating people from Maine to Hawaii.

ONE TASTE IS WORTH A THOUSAND WORDS

A 5# wedge attractively \$4.45 plus
gift wrapped postage

Why not write to Father Time, President, The Cheese Joint, Sodus, New York for a sample right now!

THE CHEESE JOINT

Sodus, N. Y.

You'll be glad YOU GAVE

Capco

Imperial NUT MIX

"The ONE GIFT of good taste FOR EVERYONE"

Transparent Gift Boxes

GIFT NO. 26

These gleaming, clear acetate boxes are packed full of the finest Salted Nuts obtainable — Famous Imperial Mix! Only the very finest Giant Cashews, Giant Pecans, Giant Redskin Almonds, Giant Blanched Almonds and Blanched Brazils are processed to perfection and offered in this attractive package. The two, three and five-pound sizes are tied with a glistening satin bow . . . all are carefully packed in individual mailing cartons — wonderful for either office or home.

2 lb. Cello Box Imperial Mix 7" Diameter.....	3.95
3 lb. Cello Box Imperial Mix 8½" Diameter.....	5.70
5 lb. Cello Box Imperial Mix 10" Diameter.....	9.50

Please specify weight desired
as well as prices shown.



Be an "Early Santa" — Order now for prompt delivery
Write for illustrated folder of our complete line

THE CHAS. A. PETERSON CO. • 917 CARNEGIE AVE. • CLEVELAND 15, O. • TOWER 1-4353

it at a time when people are most relaxed.

Shopping convenience is a major adjunct to promoting good will. We supplement our balanced gift line by a special shopping service to make life simpler for busy executives.

The service is embodied in a catalog which many regard as the most elaborate ever prepared for the business-gift field. Included—with full-color illustrations and descriptions of the gifts—is information on quantities, prices, packaging, and the advertising enclosures and engraved initialing available.

Thus, a businessman can fill his needs for Christmas gifts, sales-incentive plans, plant-opening souvenirs, and other special events all in one place.

Calendars have high longevity. They can also form the nucleus of coordinated reminder campaigns. Executives have realized solid successes in calendar programs wherein the calendar theme is repeated throughout the year on direct-mail cards, point-of-purchase displays, and store banners.

Our confidence in the calendar as a lasting influence is based on many facts. For example:

Of the 1957 estimated advertising volume of \$10.2 billion, 22% went to calendars, ad services, and classified ads.

Calendars reach more homes (93%) than any other single form of advertising.

One in every three local companies uses some kind of calendar.

A calendar (indoor billboard type) seen by only 50 people a day delivers 18,250 sales messages a year at a cost of only 20c a month.

Our confidence in the future of business gifts is evidenced in a current campaign to expand our sales force by 50%. Those additional salesmen are needed to service our 100,000 accounts in the U.S., Canada, South Africa, Alaska, and Hawaii.

At present we handle some 1,500 promotional articles designed to tie in with advertising campaigns. Each can stand alone as an effective gift idea. But our company regards each one as a link in an integrated program.

And we merchandise them accordingly to help prolong good will for our clients—a policy we firmly recommend to all business users of such products and services.




the whole family will share and enjoy!



TOASTER with a GRIDDLE in the Middle **BROILER**

DISTINCTIVELY DIFFERENT
NEW, compact portable cooking unit prepares TV dinners, snacks, etc. Includes pop-up toaster, broiler, quick-heating griddle. Chrome finish removable griddle. Size: 14" x 8" x 6". 115 Volts AC 1650W

Retail \$24.95



KOFFEEKIT

The original KoffeeKit used by more housewives, salesmen, etc., than any other.

Retail price maintained everywhere... Kit includes: Aluminum pot... 6' U.L. cord. 2 bakelite taste-free cups, spoons and plaid zipper case! Thermostat Control

Retail \$7.95
As shown

Deluxe Models \$8.95 — \$10.95

► **KAR-KOFFEEKIT**... Auxiliary car unit includes immersion unit, 3 foot cord set and cigarette-lighter adapter

Generous discounts on all company purchases!

JACK KEEFE MFG. CO. • ST. LOUIS 17, MISSOURI

☐ Send information, quantity discounts, on Le Chef.

☐ Send information, quantity discounts, on KOFFEEKIT.

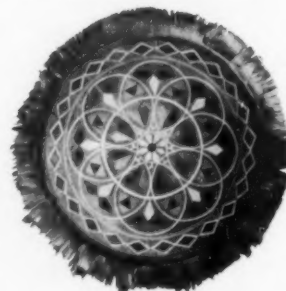
☐ Send information, quantity discounts, on KAR KOFFEEKIT.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Made in CAIRO, EGYPT UNIQUE LEATHER PILLOW



Leather patches of many hues and colors are individually sewed on to bring out the most pleasing patterns in gazelle leather. As distinctive as an oil painting. Size 19", including 1 1/2" fringe. A conversation piece that WON'T QUIT! You would expect to pay \$10.

Our price **\$5.00** Postpaid
ONLY

Write for **FREE Foreign Gift Catalog**

WORLD WIDE SHOPPERS

Box 9094A, Chattanooga 11, Tenn.

SALES MANAGEMENT

Incentives

By WALTER H. RICHTER
Pres., John Plain & Co.,
Chicago, Ill.

Providing the widest possible variety of merchandise prizes is the key to success in our merchandise-incentive plans.

Prizes are picked from over 14,000 products in the "John Plain Book." Thus the incentives in any campaign are tested and designed to appeal to people of many tastes, and at many price brackets.

The prizes reflect our 43 years of experience in bringing the best merchandise to customers at the lowest cost.

It is also believed by our organization that offering top-quality merchandise is one of the surest guarantees of success in any incentive program.

A catalog or brochure showing prizes that may be earned is an important element of any campaign. We have two ready-made catalogs with a representative selection of prizes from among the 14,000 items, most of which are in our gigantic Chicago warehouse.

There is a 94-page de luxe catalog with over 1,500 famous-name mer-

chandise prizes priced from \$1.15 to \$875 at wholesale. A standard 36-page catalog also offers 600 prizes priced at wholesale for 95c to \$60.50.

Other groupings of prizes may be assembled to order and portrayed in special brochures or catalogs.

Another unique feature of our service is the speed with which orders are assembled—2½ hours from mail desk to shipping dock. This is possible because of the vast stocks of merchandise kept on hand, and because of our company's electronic order-taking and billing system. Up to 20,000 orders can be handled in one day.

That's part of the story. People

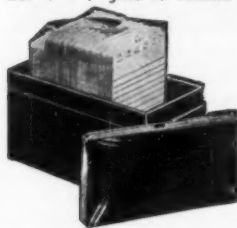
want many good things to choose from, and they want their prizes quickly.

John Plain is also prepared to offer an incentive program to fit any situation. Any combination of goals, prizes, and methods is possible. There are economy plans and de luxe plans. Some plans are for manufacturers' salesmen. Others are for distributors, jobbers, dealers, and their salesmen. There are premium plans for retailers and consumers.

Some campaigns can be made ready in seven days; others require months of preparation. There are one-shot plans, and year-round plans.

Puzzled for Christmas Gifts?

Here are sure-fire answers! Unique reminders, certain to be warmly accepted, enthusiastically used by busy people everywhere. Scientifically designed to help remember . . . gifts to remind your customers of you daily!



MEMINDEX,
the Automatic
Memory.

Pocket Case for temporary memos on dated, indexed cards. Cards transferable to Desk Unit . . . no transcribing! Saves time, money.

PLANNING GUIDE Desk Calendar. A masterpiece of design. Exclusive, never-before-available features. Simplifier, organizer, reminder. Modern, handsome, functional, different! (See illustration below)
Generous Discounts on Volume Orders!



Other
Exclusive
Reminders

For Prices
and Catalog
write Dept. Q-8

WILSON MEMINDEX COMPANY
149 Carter St. Rochester 21, N. Y.

Rare Gourmet Gifts from The Swiss Colony

AMERICA'S LITTLE SWITZERLAND



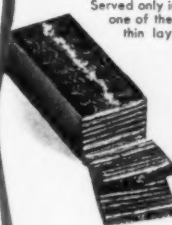
Enjoy the grandest eating this side of the Alps! For 33 years, in America's Little Switzerland, Swiss Colony has created exclusive natural cheeses not sold in stores. Only we really age cheese the Old-World way. The result? Rare cheeses with a flavor and texture that delight gourmets the world-over. Use coupon below to order gift packs for yourself, or for personal and business friends. Satisfaction guaranteed.

Check Coupon for Free Catalog

Send for big 1958 Gourmet Gift Catalog. It's Free! For quantity purchases, write for complete details of special discounts on your letterhead.

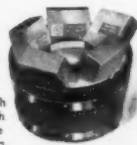
DOBOSH TORTE of Old Vienna

Served only in the finest continental Cafes . . . one of the world's finest pastries . . . Eight thin layers of butter-rich cake with 7 layers of creamy chocolate in between—covered with more chocolate, the dark luxury kind. Very elegant for desserts to delight your family and guests—and to give to friends as a most unusual gift!



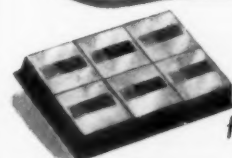
Pack 200—Dobosh Torte, 1½ lbs., ppd. \$3.90
Pack 201—Dobosh Torte, 2 lbs., ppd. \$5.40

Antique CHEESE PAIL



Clever antiqued pine pail with brass bands is packed with Swiss, Brick, Port Salut, Blue Cheese, Aged American and a red Gouda (two pounds of cheese). Pail (4½" high) makes a welcome fruit bowl, planter, or ice container.
Pack 32—Cheese Pail—ppd. \$6.95

PARTY PACKS for Cheese Lovers



Six aged, natural cheeses all dressed up for a party! June-Cured Swiss, Old-Fashioned Brick, rich mild Port Salut, Sharp Aged Cheddar, superb Blue Cheese and Aged American.

Pack 7—Party Pack, 2 lbs., ppd. \$3.95
Pack 8—Jr. Party Pack (4 varieties), 1 lb. 5 oz., ppd. \$2.85



RED BOX Old World CHEESES

An ever popular variety of five rare natural cheeses sure to please even the most demanding cheese lover! Generous cuts of Swiss, Brick, Aged American, Port Salut, red Gouda.
Pack 4—Red Box, 4 lbs., ppd. \$5.90

CASKS of WINE CHEESES



Quaint casks, each holding 6 oz. of Club Cheese . . . an exclusive blend of aged natural cheeses—with WINE. All with wooden tray. Use casks forever after for planters, cigarettes, etc.
Pack 100—4 Casks: Club Cheese with Port, Sherry, Rum, & Blue Cheese Club with Brandy—ppd. \$5.95
Pack 101—2 Casks: Club Cheese with Port, Blue Cheese Club with Brandy—ppd. \$3.65

The Swiss Colony 27 Cheese Row
Monroe, Wis.

The Swiss Colony		
27 Cheese Row, Monroe, Wisconsin		
<input type="checkbox"/> Send me your 1958 Gourmet Gift Catalog—FREE		
<input type="checkbox"/> Enclosed find check for the following Packs:		
Quantity	Pack No.	Total Price
(Use separate sheet for additional quantities)		
Name _____		
Address _____		
City _____ Zone _____ State _____		

But essentially they all work the same way:

Company X wants to increase sales, or better its safety record, or encourage its employees to offer suggestions for cutting costs, improving efficiency or morale.

Company X budgets a certain amount for one of these objectives and comes to John Plain. Together, the most effective plan for the budget is decided upon.

A selection of prizes has to be agreed on. Means of stimulating interest among participants in the campaign must be selected. A system of

earning points redeemable for prizes has to be devised.

We have ready-made programs to fit any budget in which all these details have been worked out. Or a custom-made plan can be devised by our team of experienced specialists.

Catalogs, promotional literature, point-price indexes are all available at cost or below. They are prepared by experts, and more economically than the individual firm could.

These catalogs provide desirable prizes for all members of the family.

With the catalog, a series of promotional mailing pieces is also provided.

These are available ready-made, or may be custom-designed. Some of the literature is directed to the participant's wife, a device which has proved especially productive.

Magazines, Merchandise

By ELTON B. STEPHENS

Pres., Select-a-Gift
Birmingham, Ala.

Our plan enables the donor to select the price, and the recipient to select the gift of his choice. It is a thoughtful and simple way to make a lasting impression on employees, customers, or friends; tailor-made for one or a million recipients.

Select-a-Gift (a registered trade mark) is in its sixth year. It is a division of EBSCO Industries, Inc., Birmingham, Ala.

For five years we promoted magazine subscriptions only. Today we offer more than 50 magazines on our certificates—by far the widest variety of any gift plan.

In addition, we have for two years offered merchandise as well as magazines. On merchandise, we have found, you can't beat the unusual or unique item for the home.

Artistically designed cards invite re-

GIFTS FROM MURPHY ARE REMEMBERED

Murphy gifts say "Thank you" all year. Valued clients are continually reminded of your thoughtfulness—and remember you with more orders. Murphy gifts are the finest way to say "Thank you." Send for the Murphy man now—in his wide selection of gifts, you are sure to find one to please you—and your clients!



*Lazy
Lady*

An exciting suggestion for the ladies—the perfect gift for any homemaker. Smartly styled, delightfully decorative, unusually useful. A sparkling centerpiece for table or buffet, with rotating tray. Serves sandwiches, snacks, hors d'oeuvres, cakes, cookies, dips, etc. PLUS

electrically heated black wrought-iron center, that keeps casserole or carafe at constant correct serving temperature. When not used as a server, Lazy Lady will also double as an attractive wall decoration. Its gleaming copper plated finish, protected by a clear lacquer coating, lends a touch of elegance to any decor. Comes packed in smart gift box.

THE MURPHY WINDPROOF LIGHTER



AS LOW AS
\$1.32
EACH!

New! New!
The Murphy Windproof Junior.
About 1/3 smaller, same excellent workmanship, same guarantee.
Ideal for Milady's purse.

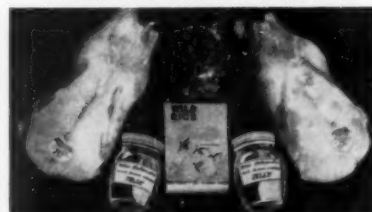
A favorite with smokers for years. POSITIVELY WINDPROOF—UNCONDITIONALLY GUARANTEED! The finest lighter money can buy. Case of solid brass, heavily chrome plated, in satin finish. All mechanical parts are precision made, assuring years of trouble free service. Each lighter personalized with your trademark or name, or both, in color or natural finish. Priced as low as \$1.32 each in quantities, packaged in individual gold foil containers. LET THE MURPHY WINDPROOF LIGHTER "LIGHT" THE WAY TO CONTINUED FRIENDLY BUSINESS CONTACTS.

The Thos. D. Murphy Co. is a pioneer in the field of reminder advertising. Their 69 years of steady growth and expansion emphasize that they have pleased all types of business and industry. Call your Murphy man today, or write for the beautifully illustrated brochure SM-9, in full color, listing many more MURPHY REMINDER GIFTS. No obligation.

The Thomas D. Murphy Co., Red Oak, Iowa

The Birthplace of the Art Calendar Industry.
Salesmen! A Few Choice Territories open.

A SUPERB TREAT FROM THE NORTH COUNTRY



Full sized Mallards, Pheasants, White Guinea Hen, Oven-Ready. Delicious wild fruit jellies, such as Pin Cherry, Choke Cherry, Black and Red Raspberry, Plum, Grape, etc. Home made.

GIFT BOX PRICES — PREPAID

Pheasants—Oven-Ready .. \$11.50 per pair
Mallards—Oven-Ready ... 11.50 per pair
White Guinea Hen—
Oven-Ready 10.25 per pair
Canned Mallard—
Net Wt. 3 lbs. 7.00 per can

Special feature:

Huge, delicious, lean family-size Duck with Wild Goose Flavor (Serves 6 to 10) \$15.00 each

Included in each Gift Box: 1 box Wild Rice, 2 kinds Jelly, 1 package Wild Hazel Nuts and Recipes.

Fresh delivery guaranteed. NO C.O.D.'s

MRS. LOREN HOLCOMB

Dept. A North Branch, Minn.

SALES MANAGEMENT

GIVE



SMUCKER'S

OLD FASHIONED PURE

PRESERVES • JELLIES • APPLE BUTTER

U. S. GRADE "A" FANCY



Since 1897

The Gift Everyone in the Family Enjoys!

Here is the *thoughtful* gift . . . enjoyed and appreciated not only by your business friends but by their entire families! For Smucker's is U. S. Grade "A" Fancy . . . the very finest.

So give thoughtfully, tastefully, easily. For Smucker takes care of *everything* for you. Just send your order and your mailing list indicating who receives gift box No. 1, 2 or 3.

We will also enclose *your* Christmas or business card, or furnish our cards for you . . . and hand sign your name or company name.

Order NOW to be sure of pre-Christmas deliveries. All orders processed within 48 hrs. after receipt.

ALL PRICES F.O.B. ORRVILLE, OHIO.

Typical parcel post charge per box as follows: To New York City—8 lbs. 73¢, 12 lbs. \$1.00, 15 lbs. \$1.21. To Cleveland, O.—8 lbs. 51¢, 12 lbs. 67¢, 15 lbs. 79¢. To Chicago—8 lbs. 73¢, 12 lbs. \$1.00, 15 lbs. \$1.21. To Los Angeles—8 lbs. \$1.59, 12 lbs. \$2.31, 15 lbs. \$2.85.

GIFT BOX NO. 1

One doz. 10 oz. glass jars, containing one ea. of

Preserves	Jelly	Apple Butter
Seedless Black Raspberry	Mint	Cider Apple Butter
Boysenberry	Crabapple	
Strawberry	Grape	
Cherry	Elderberry	
Orange	Blackberry	
Marmalade		
Pineapple		



PRICE RANGE —

100 boxes or more	\$3.90
25 to 100 boxes	4.05
Less than 25 boxes	4.20

SHIPPING WEIGHT - 15 lbs. per box.



These attractive compotes can be used for serving desserts, etc., when empty.

GIFT BOX NO. 2

¾ doz. 8 oz. glass, dessert cups, containing

- 3 Strawberry Jam
- 2 Grape Jam
- 2 Seedless Boysenberry Jam
- 2 Orange Marmalade

PRICE RANGE —

100 boxes or more	\$3.60
25 to 100 boxes	3.75
Less than 25 boxes	3.90

SHIPPING WEIGHT - 12 lbs. per box.



GIFT BOX NO. 3

½ doz. 10 oz. glass jars, containing one ea. of

- Orange Marmalade
- Strawberry Jam
- Seedless Black Raspberry Jam
- Boysenberry Jam
- Grape Jelly
- Blackberry Jelly

PRICE RANGE —

100 boxes or more	\$2.20
25 to 100 boxes	2.35
Less than 25 boxes	2.50

SHIPPING WT. - 8 lbs. per box



THE J. M. SMUCKER CO.

ORRVILLE 3, OHIO

Send Smucker Gift Boxes, as indicated, on enclosed list. Enclose OUR card () Enclose YOUR card () (Please check one)

Sign cards as follows _____

Here is our order: _____ GIFT BOXES No. 1. _____ GIFT BOXES No. 2. _____ GIFT BOXES No. 3.

My name _____ Title _____

Co. Name _____

St. _____

City _____ Zone _____ State _____

(If company is not rated, please enclose check or m.o.)

Order Today!

DIRECT FROM
THE J. M. SMUCKER CO.
ORRVILLE 3, OHIO

A Christmas Present Idea *from Simon and Schuster, Publishers*

Dear Reader:

We'd like to make a suggestion that could solve all your problems about what to give for Christmas.

Books. Beautiful, impressive, lasting books.

People who have books always want more. And people who don't have any are flattered to receive one. No gift imaginable can be more gracious and important, or have a more warmly personal touch.

For your customers, colleagues, and clients we have superb volumes of every description (from elegant stocking-stuffers that retail at \$1 to sumptuous gift books and handsome sets that retail from \$10 to \$60).

For you we have handsome special discounts.

Here, for example, are a few titles that are certain to be among the most wanted Christmas presents of 1958:

The American Heritage Book of The Revolution. The events and personalities of the American Revolution re-created in a huge (8½ x 11), magnificent volume. 150,000 words of vivid narrative with every kind of illustration (618 in all, 162 in full color) from Hogarth drawings to on-the-spot battle sketches, paintings, cartoons, maps, historic documents, color photographs.

Great Stories From The World of Sport. A 3-volume set: the first collection (in over 1,000 pages) of the classics of sports fiction, from Kipling to Hemingway, from Maugham to Runyon,

from Tolstoy to Thurber. Includes 32 stories, 3 complete novelettes, 12 excerpts from novels, one complete novel.

The Rodgers and Hammerstein Song Book. A big (9 x 12), colorful, singable volume. Words and music for 43 songs from Rodgers and Hammerstein musicals. Arranged for piano and voice. Guitar chords, too. With four-color paintings (some double-spreads) by Frederick E. Banbery. The stories of the plays — and how they were planned, written, and produced — are told by Newman Levy.

And there's *The Illustrated Library of the Natural Sciences*, presented by The American Museum of Natural History (4 volumes, boxed, retail price \$25).

And *The Most of S. J. Perelman* (the biggest, funniest collection of Perelmania yet published, retail price \$5.95). There are art books, biographies, novels, cartoon collections — books for every taste and interest.

We'll send you, on request, our complete catalogue of books for adults and young people — and we'll be glad to quote discounts on bulk purchases.

Write us* today (or phone) — and whether you follow our suggestion or not, Merry Christmas!

Sincerely,

Simon and Schuster

*Write to: Jason C. Berger
c/o Simon and Schuster, Inc.
Rockefeller Center, New York
Phone: CIrcle 5-6400

cipients to select magazines or one of the nationally advertised products illustrated and described on our certificates. We have two types of certificates:

Magazines only, in denominations of \$2, \$3, \$4, \$5.

Merchandise, which includes magazines, in denominations of \$3, \$5, \$7.50, \$10, \$15, \$25, \$40, \$75, \$150.

Number of items on the merchandise certificates varies from 10 to 30.

Here is how the plan operates:

... The donor places an order for the number and kind of certificates required in each denomination.

... Donor states how his name or company name—or both—is to be imprinted on the greeting.

... Greetings, certificates, and pre-stamped envelopes are sent to donor for addressing by him. Or, they will be hand-addressed by us and mailed to recipients on the date specified.

... Return certificates indicating selection of recipients are prepaid, and are promptly processed by us.

... Donor is billed only for certificates returned. With each bill is a copy of the gift list showing item selected.

Select-a-Gift is used for any type of business gift, or for personal gifts. Also, it is widely used for holiday, wedding, graduation, birthday, or anniversary greetings; for service awards, contests, or sales promotion.

We work with individuals or companies in developing plans to fit specific circumstances. To mention a few instances of this specialized method:

Magazine certificates have been used by auto dealers on the anniversary of the purchase of a car to attract customers to the showroom to see the new models.

Drugstores have forwarded magazine certificates to new residents in the vicinity inviting them "to come in and get acquainted."

Insurance companies and agents have sent birthday greetings to clients.

Certificates have been used as door prizes at meetings and conferences.

Many firms have found certificates solved such problems as what to give the Boss at Christmas; going-away gifts for retiring employees; wedding present to newlywed employees.

A few recipients do not return their certificates. "Select-a-Matic" assures that they will not be overlooked. It sends them the most popular item (established by survey) on the list.

All of the products of superior quality and appeal on the merchandise certificates are chosen by our Selection Board. Select-a-Gift, therefore, offers satisfaction, highest quality, simplicity of handling, and—most important—service unlimited.

CUSTOM MADE GIFTS COST NO MORE !

Give an enduring gift—an embedment in Lucite. Sea life, game miniatures, or your product-message can be permanently preserved in crystal-clear Lucite. Available in a wide variety of jewelry, lighters, desk accessories. Attractively made for the conservative as well as the fat pocket-book.

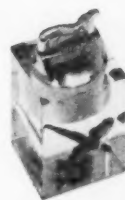


table lighter



letter knife
and many more

WRITE FOR FREE CATALOGUE

KARVART PRODUCTS MANUFACTURING

6007 CRESCENT BLVD.

CAMDEN, N. J.

GIVE THE UNUSUAL AND COMPLETELY EXCLUSIVE

electric cast iron cooker



There is nothing like it anywhere.

It's no secret that the finest of flavorful cooking can be done only with cast iron cookingware. This electric cooker comes in either a 5 or 3 qt. size and adds the charm of Early American Character to any home . . . on the patio, in the kitchen or by the fireplace. Self-basting feature prepares roasts, baked fowl, stews, soups, etc., to perfection. Can be used with or without Tripod.



5 qt. size.....\$29.75

3 qt. size..... 24.95

Wrought Iron Tripod
with hooks and
chain..... 5.95

Prices f.o.b. Rogers

We have a fine reputation for satisfactorily handling Company and Personal Gift Lists. May we help to make this a memorable Xmas season for you.

FREE GIFT ALBUM UPON REQUEST

THE HOUSE OF WEBSTER

"Old Fashioned Gifts"

BOX 388-5

ROGERS, ARKANSAS



Prices Range From \$1 to \$29

Write or Phone For Illustrated Brochure

BovanoWare®

Never before available in sufficient quantity to permit but a fortunate few the joy of possession, this new process, which is derived from the ancient art of cloisonné, creates gifts of unrivaled beauty. By firing layers of finely powdered glass on especially treated metal surfaces exact images, signatures and trademarks can be produced in gold or colors on iridescent backgrounds equaling the brilliance and permanence of precious stones.

BOWLS
ASHTRAYS
LIGHTERS

CIGARETTE BOXES
CANDY DISHES
COASTERS, ETC.

Bovano Ind. CHESHIRE, CONN.

New York Office 369 Lexington Ave. MU 6-2088

give the gift
that will be
admired the
most!



Door Charm

Your gift will lead the yuletide parade and be displayed and admired long before the ordinary gift is received. Fresh fragrant fir (about 25 inches long) decorated with a satin bow and pine cones. They'll all admire your "Charm."

Gift No. 4 only **\$5⁹⁵** Delivered

English Holly Wreath

Gay 22 inch wreath of traditional holly complete with red bow. Beautifully made.

\$ 8.50 Delivered
Gift No. 5H... only **\$11.25** Delivered by Air

Home Decorator

Big deluxe Chest of rare evergreens. A whole home-full of wonderful forest fresh assortment of greens.

Gift No. 2 **\$10⁹⁵** Delivered

kirk's

EVERGREENS - Dept. 50
TACOMA, WASHINGTON

America's largest shippers of Christmas evergreens
Write for details and colorful booklet

C

orporations Bought These Brands

King-size shopping lists of 1,203 companies show 2,075 products for family, personal, and office gifts. The count would be higher if executives were elephants.

Favorite tune of corporate givers is "Home Sweet Home."

Be it ever so humble, home—plus Mother and the kids—got the bulk of their presents: goods and goodies for kitchen to bathroom, Christmas dinner to Summer picnics.

Gifts for office and personal use were not forgotten. There, too, diversity was the keynote. The roster includes hundreds of such wares, and in tremendous quantities.

Both tallies would be longer if management men had elephant minds. Elephants never forget. Sales executives are not as infallible. Asked to jot down products, brands, and suppliers from whom they ordered, they often had to skip the question.

Only 699 respondents to an annual survey (out of 846) could recall *some* of the items their firms gave last year. These 699 shopping lists were combined with information supplied by 504 executives to SALES MANAGEMENT'S Business Gift Buyers' Wants Dept.

Total: 1,203 companies, a miniature facsimile of all U.S. business givers. Incomplete as their listing is, it nevertheless shows the range of purchases:

2,075 products or brands were named. Of that number, 1,301 were items for the family to eat, play with, admire, or otherwise enjoy.

By categories, the 10 leaders in mentions were slightly different from the 1956 vanguard:

	Mentions	
	1956	1957
Hams	103	117
Fruit	108	105
Turkeys	114	99
Liquor	135	154
Pens, pencils	81	87
Cheese	81	77
Memo pads, calendars	64	75
Gift catalogs	59	64
Lighters	95	63
Cutlery, chop blocks	90	62

In general, the 10 products cited above are the backbone of the gift industry. They are always popular, because always welcome. But gifts are not limited to the perennial favorites, or to any single group.

Plenty of companies provide a holiday feast for employees, and send items for everyday office or personal use to customers. The pattern in generosity is *no* pattern. Almost no two firms distribute the same things. Chances for duplication of your gift are small.

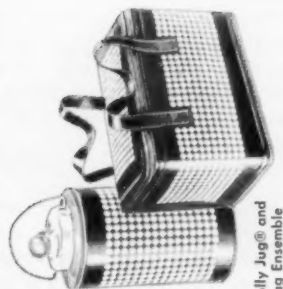
The five broad classifications, with their mentions, are:

	Mentions
A. Family items other than food	668
B. Food	633
C. Items for personal use	387
D. Items for office use	233
E. Liquor, wine, beer	154

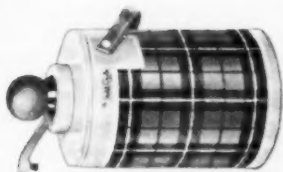
Under classification A are the following subdivisions:

	Mentions
A. Family items other than food	668
Gift catalogs	64
Cutlery, chop blocks	62

SALES MANAGEMENT



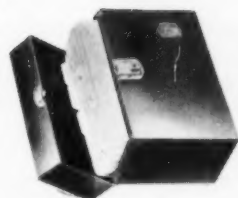
Jolly Jug® and Bag Ensemble



Skotch O'Matic® Jugs



Skotch Jug®—Deluxe



Porta-File® Imperial



Great Skotch O'Matic™ Jugs

Lasting Customers are made by HAMILTON-SKOTCH

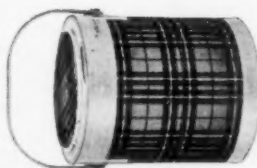
Settle your gift or premium program for years to come. Start now with any one of these famous Hamilton-Skotch products, and it's so simple and right to add others as the occasion demands. Cost is no problem—there's a product to fit any budget and any need.



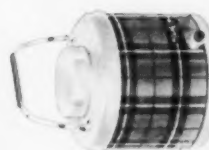
Skotch Kooler™ Insulated Bags



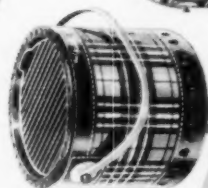
Skotch Lowboy Jugs



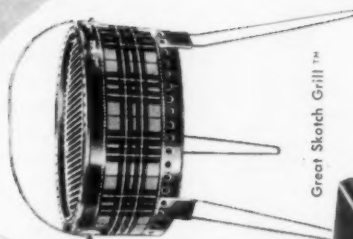
Skotch Kooler®



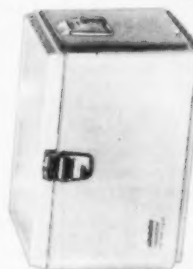
Skotch Jugs®



The Skotch Grill™



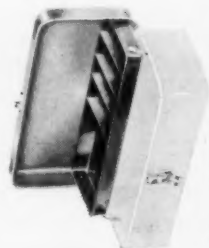
Great Skotch Grill™



King Kold Coolers
Aluminum



King Kold Coolers
Steel



Tackle and Utility Boxes

THE HAMILTON-SKOTCH CORPORATION, 11 EAST 36 STREET, NEW YORK 16, N. Y. or contact your nearest specialty jobber.



RUGGED... POWERFUL COMMANDO

The only stainless steel portable light in the world. Powerful 1/2 mile beam. Changes from spot to floodlight by a simple adjustment of focus knob. Koehler's 45 years background in making "miners" lights is your assurance of quality... *dependability*. Uses standard double-pack 6 Volt batteries. Three "Commando" Models available: 184-1B \$9.50 ("plated" finish) 181-1B \$12.50 (stainless steel) 181-1A \$15.50 (stainless steel).



AUXILIARY FLASHERS



OTHER ACCESSORIES

For your fire department
specify **COMMANDO**

Write for this booklet!

KOEHLER MFG. CO.

10 Howland Place, Marlboro, Mass.

FREE... "How to Select a Portable Handlight to Fit Your Needs". Discusses both rechargeable and dry-cell battery operated lights.

Name _____

Company _____

Street _____

City _____ State _____

Electric appliances	55
China, tableware	44
Vacuum ware, ice buckets	41
Glassware	38
Kitchen equipment	38
Radios, TV	32
Silverware, stainless ware	30
Magazine subscriptions	28
Weather instruments	25
Books	22
Blankets, robes	20
Lights, lanterns	17
Christmas trees, evergreens	15
Auto accessories	15
Bar equipment	15
Playing cards	13
Wraps, foil	11
Cookware, outdoor	9
Towels, linens	9
Automobiles	4
Miscellaneous	61

Year after year "Brand X" comes out ahead in this brand tabulation. The mythical designation stands for "Too many to list," "Miscellaneous," "Local product," and the like.

One executive-respondent explained the blank space on his questionnaire by: "Brands are not important, but quality is." His statement will cause acute pain to many managers. "Our brand," the latter maintain, "is your guarantee of top-most quality."

Fortunately for buyers and sellers concerned with brands, other respondents were able to tell more. Even they, though, frequently were obliged to cite Brand X.

Moving from the product group to the particular trade name, these were written in most often:

Brands Most Mentioned

Gift Catalogs: Maritz Sales Builders again ranked No. 1. Belnap & Thompson and Cappel, MacDonald tied for second place. (Both these firms have since merged into the present E. F. MacDonald Co.) Select-a-Gift and Certif-A-Gift were neck and neck for third position.

Additional mentions went to Atkinson Co., Henry L. Joynt Co., L. & C. Mayers, Gift Portfolios, Inc., and Spors Co.

In recent years gift catalogs have mounted in popularity. Some are general listings, containing products for family, office, or personal use. Others are specialized—foods, family only etc. Recipients pick their

own from the photographs and descriptions.

Cutlery, chop blocks: Carvel Hall, Gerber Legendary Blades, Case Co. stood 1, 2, 3. Others noted were Burns Mfg., Imperial, Wiss, Cutco, Queen Quality, Kirk Cutlery, Cattaraugus. Knife sharpeners by Cory and Manning-Bowman, and Chef's Choice carving boards received scattered votes.

Electric appliances: The category includes many types of kitchen conveniences—coffee makers, fry pans, mixers, rotisseries—as well as electric blankets and special-purpose items.

General Electric's extensive line led by a comfortable margin. Sunbeam followed. Waring and Oster blenders and ice crushers were favored. Westinghouse and Hotpoint, Lasco, Presto, Silex, Dormeyer, Maytag washing machines, and Hoover vacuum cleaners were mentioned.

Salton Hotrays scored heavily among the specialty products.

China, tableware: Tiffany, Castle-ton, Shenango, and Melamine were among the few names cited for china. Salt and pepper mills included Lenox and Old Thompson. Relish trays, casseroles, salad shells, pitchers, and salt and pepper shakers were noted — without brand identification.

Vacuumware, ice buckets: Picnic kits, pitchers, and various kinds of insulated containers for home, office and outdoors were mentioned here.

Hamilton-Skotch Coolers headed the list, as in previous years. Aladdin, Kromex, Nappe-Smith, American Thermos, and Plas-Tex followed. All were about even.

Glassware: Anchor Hocking was in front. Osborne-Kemper-Thomas and Owens-Illinois followed closely. Tiffin Glass, West Virginia Glass, Lotus, Glass Carver's Guild, Venetian Glass got some mentions.

Steuben Glass, for higher-priced items—ornaments, fine crystal, etc.—was well regarded.

Kitchen equipment: West Bend Aluminum stood out, with the Amall can opener right behind. Respondents also used Club Aluminum, Mirro Aluminum, Wear-Ever Aluminum, Regal Cookwear, Re-

vere, Bridgeport Brass, and the Duncan Hines food cutter.

Radios, TV: Portable radios were the rule as gifts. TV sets, some for color reception, hi-fi sets, and clock-radios were more usual as incentives and special-occasion gifts.

General Electric radios, TV, and clock-radios scored highest. RCA was immediately behind. No. 3: Magnavox; with Admiral, Westinghouse, and Philco close behind.

Silverware, stainless ware: Votes were almost evenly distributed among International, Gorham, and Dirilyte. Others mentioned: Towle, Kensington, Georg Jensen, Lyon, Inc.

The category covers flatware (knives, forks, spoons), and trays, candlesticks, platters, bowls.

Magazine subscriptions: *American Heritage* and *Fortune* paced the higher-priced group. *Reader's Digest*, *Playboy*, and *Life* were among the less expensive publications re-

ported. Others: *New Yorker*, *Time*, *Changing Times*, *House & Home*, *National Geographic*.

Some respondents could not name a magazine "because we send a list, and let them choose."

And one executive commented: "We no longer send magazines. Circulation departments make such a to-do when the subscription expires. If it is not renewed, the recipient is reminded that our generosity has ended. Which is embarrassing."

Weather instruments: Airguide thermometers and barometers had the largest number of mentions. Longines-Wittnauer, Swift & Anderson, Autopoint, Barclay, Burns, Minneapolis-Honeywell were checked also. In this group prices run from low to fairly expensive—from simple thermometers to elaborate combinations of instruments.

Books: Rand McNally and Hammond atlases had multiple mentions. The others covered a wide range:

"Great Religions," "Treasury of American Anecdotes," "U.S. Camera Annual," "Columbia Encyclopedia," "300 Years of American Painting," and "House & Garden Barbecue Book."

Dictionaries are given for both family and office use.

Blankets, robes: Though long a preferred gift (bed blankets as well as sports robes), no single brand predominates. Mentions went to Faribo, Chatham, Troy, North Star, Appleton Woolen Mills, Horner, Sonata, Geiger Bros., and Nashua.

Lights, lanterns: Burgess Radar lamps were ahead of Remington flashlights. Delta trouble lights, Mag-nalites, and Brown & Bigelow lights had a few mentions. All were out-distanced by "No brand."

Christmas trees, evergreens: Kirk, Halvorson, and Boy's Republic were the only names recorded. All three enjoy remarkable loyalty, respond-

live out of it...
work out of it...

Snapak
by SCHELL



SCHELL

Leather Goods Co., Inc.
Cincinnati 25, Ohio



It's the bag with the split personality for your overnight business trips. One side of the Snapak has three roomy pockets for your correspondence and records. The other side is a hidden compartment, big enough to hold an extra shirt, a tie or two and your toilet articles. A full center flap hides the compartment when you open your Snapak during a business call. Also available with pockets on both sides and no flap.

Made of handsome top grain cowhide in several colors and styles. 12" high, 17" or 18" long, 4", 5" or 6" wide. Solid leather handles, safety lock, reinforced corners. At your favorite luggage or department store. Custom-built bags for your entire organization also available on request. Write for quotations.

ents saying: "We use trees (or greens) year after year with great satisfaction expressed by participants."

Auto accessories: Brown & Bigelow car vacuum cleaners appealed to a lot of buyers. Road atlases, to tuck into the glove compartment, by Rand McNally and Dun & Bradstreet scored. Keefe Mfg. Koffee Kit, which plugs into the car battery, made a hit.

Bar equipment: Except for Kidde Mfg., brands were missing here. Products included cocktail shakers and sets, picture bars (portable), bottle cases, and decanters.

Playing cards: Brown & Bigelow, Congress, U.S. Playing Card, Sta-Rite in that order. Cards are often given as birthday presents.

Wraps, foil: Gay holiday gift wrappings, and foils for everyday use are sometimes packaged in the same assortments. Brands cited: Crystal Tissue, Orchard Paper, National Foil, Alcoa, Dennison.

Cookware, outdoor: Hamilton-Skotch grill, Androck grill, and Roll-away brazier were the only names cited.

Towels, Linens: Callaway towels, Martex towels, and Pepperell sheets were in a three-way tie. Limited promotion in the business gift market possibly accounts for rather limited use of these household luxuries-necessities.

Automobiles: As you might expect, cars served as sales incentives—not gifts. Four were mentioned: two Fords, two Lincolns. The latter were the most costly products disclosed by the survey.

Miscellaneous: "Something that goes home and pleases the ladies seems to make the deepest impression," was a common comment. Among these items were:

Howe folding tables; Topper bridge tables; Barcalounger chairs; folding chairs; Kerns Co. bookcases.

Wendell August Forge, Brestoff, and House serving trays; and West

Bend Aluminum wastebaskets.

Beech Products paper napkins and place mats; Paper Package Co. gift boxes.

Johnson & Johnson first-aid kits. Pyrene fire extinguishers.

Karv-Art plastic embedment book ends; trivets; pillows; phonograph records; etchings; and others in the well-known phrase "too numerous to mention" sought to please.

Membership in the Automobile Association of America was an off-the-beaten-track gift that won enthusiastic thanks, according to one executive.

B. Food	Mentions
	633
Hams, bacon	117
Fruit	105
Turkeys	99
Cheese	77
Assortments	57
Candy	45
Fruit cakes	40
Jams, jellies	21
Nuts	16
Cookies, pretzels	14



GIFTS from

Faribo

**the nicest way to say
"Merry Christmas"!**

Just a few ideas from our unusual gift selection! Only the finest fibers, finest materials and finest workmanship go into products bearing the famous Faribo label. Faribo offers a complete selection of gift merchandise from \$5 to \$50. Write for descriptive material and full information today!

FARIBO PAK-A-COOLER... It's a cooler! It's a cushioned seat! It's a Pak-A-Robe! Sturdy, aluminum, rust-proof, refrigerator sealed, cooler equipped with snap-on, snap-off Pak-A-Robe cushion that doubles as a seat when 100% virgin wool robe is inside. Easy to take anywhere, cooler weighs only 6 lbs. Wonderful Florida vacation companion!

FARIBO PAK-A-ROBE... The gift idea that has swept the country! Gay, generously sized Tartan Sport Robe in its own zippered carrying case that doubles as a cushion. Write for information about the special Pak-A-Robe case that can be outfitted with an individual firm's emblem or insignia!

FARIBO FLIGHT-LITE... Soft all-season weight blanket in 100% virgin wool with a lacy, open weave that gives the look of fine hand-loomed. Wonderful choice of decorator colors. Special gift box!

FARIBO BLANKETS
FARIBAULT, MINNESOTA



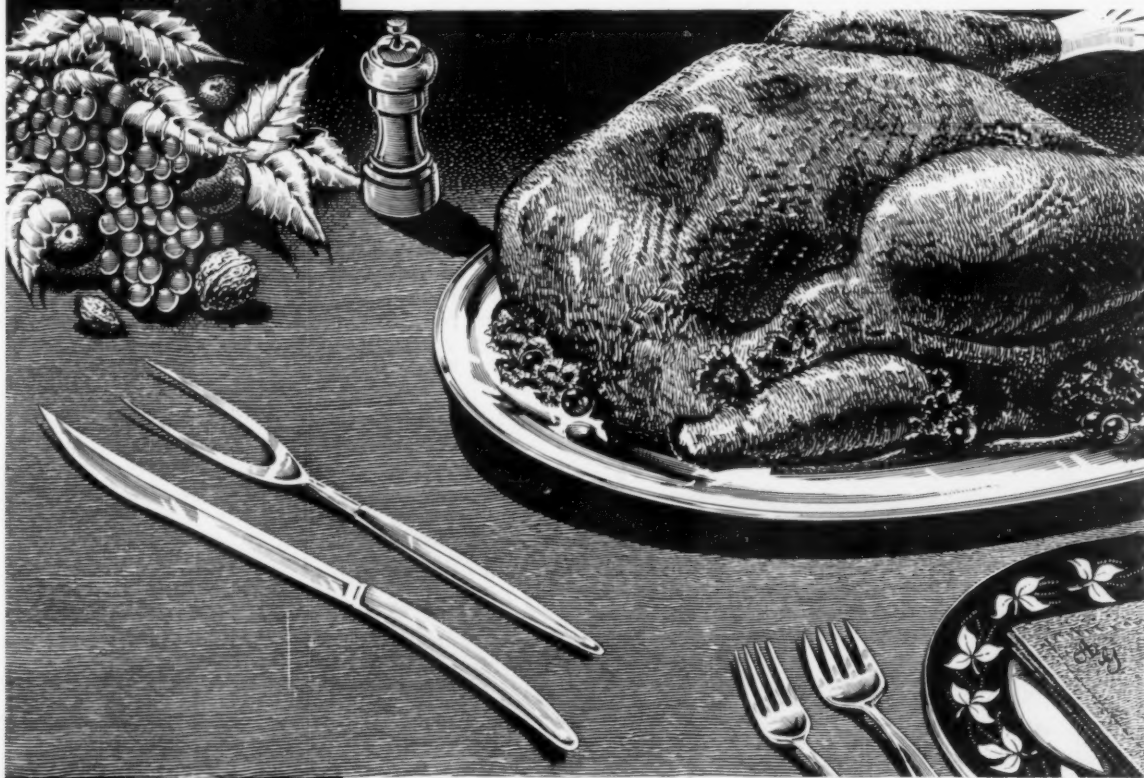


LEISURE
TABLEWARE—5 pc.
Place Setting . . . \$8.25

"For Business Gifts

Carvel Hall

ranks among the 10 best liked"



Complete Leisure Services—from \$24.95 to \$210



STEAK KNIFE
SETS—Choose from
5 Patterns . . . \$5.95—\$39.95

CARVING SETS—
Choose from 4
Patterns . . . \$9.95—\$29.95

"Preferred"—that's the verdict of sales executives across the country as reported in a *Sales Management* survey. The reason is simple: behind excellent design—design that will grace any table—lies the Carvel Hall guarantee of quality—honored for over fifty years.

Add to this a specific benefit to your company: Carvel Hall *total* handles your choice. You make your selection. We package and mail direct to your gift list. Gift wrapping, of course. Write today.



CRISFIELD, MARYLAND

©1958, Chas. D. Briddell, Inc., Crisfield, Md.

Miscellaneous 29
Maple syrup 13

Brands Most Mentioned

Hams, Bacon: Swift products, at various prices, were out in front by a wide margin. Armour came next. Rath, Jordan, Hormel, and Partridge were rated equally.

Oscar Mayer, Kahn, Wilson, Franzenburg, Talmadge, Cudahy, Kingan, Prescott, and Hickory Valley Farms were ordered by others.

"Hams are sure-fire," explained a respondent, "something recipients can always use, with no complication of duplicating another gift. We have standardized on them every Christmas."

Fruit cakes: Mission Pak and Napples, and other fruits were at the top, as in all former surveys.

Mission Pak dates, in addition to a variety of assortments, were recommended by many.

Cobb's, Alturas Packing, and Poinsettia Groves stood out among

the Florida citrus fruit shippers.

Others reported: Knott's Berry Farm, Pioneer Groves, Weaver Groves, Pinnacle Orchard, Victory Groves, Burdine's, Guidara Groves.

For the most part, brand names were scarce. Respondents were able to note only "Texas fruit," "Florida fruit," etc. in many instances.

Turkeys: Swift led from coast to coast, with Armour and Kroger next in line. Scattered mentions were made of Tom Sawyer, Harrington, Ocoma, Hildebrand, Fiddler's Creek, A & P, Land o-Lakes, and Morrell. Port Halifax chickens were indicated by several. "No brand" and "Local product" appeared on a number of questionnaires.

Cheese: Swiss Colony, Kaukauna Klub, Wisconsin Cheese Makers Guild were one, two, three.

Maytag, Black Diamond, Wisconsin Cheese Man, Cistercian Monastery, Dairy Lea, Whiting, St. Lawrence Creamery, Old Tavern. Wisconsin Cheese Club, Kraft, S. S.

Pierce, and Wispride were ordered in large and small packages.

A few respondents could not remember The Cheese Joint, but they put down the firm's slogan: "A Heluva Good Cheese."

Assortments: These collections of edibles extend from modest to lordly, and may include meats, wild game, sea food, nuts, crackers, and an infinity of other vittles.


S. S. Pierce, Epicure Club, and Fin 'n' Feather registered most frequently. Forst, Franzenburg, H. J. Heinz Co., Stop-&-Shop, Venus, and Semplot brought good taste to customers and employees.

Candy: Russell Stover led here. Bunched together were Rosemarie de Paris, Stuckey, Sees, Mrs. Stevens, Huyler's, Gregor, Elmer's, Early, Van Duyn, Hershey, Fanny Farmer, Ziegler, Nestle. Candy is often included in assortments.

Fruit: Harry and David's pears, tional Biscuit Co., Hostess, Omar, Quaker State Bakery, Continental,

How to Sell your Customers

EVERY DAY!




Specialty Division NASCON PRODUCTS
(Manufactured by Eaton Paper Corp.)

DEPT. 1A, 475 FIFTH AVE., NEW YORK 17, N. Y.

Place one of these completely new Nascon Week-At-A-Glance Business and Professional Appointment Books on the desk of each of your customers. With your Company's name or trademark reproduced on the cover, and special pages containing your sales messages bound into the book, customers and clients will be favorably impressed with your Company, its products and services, every day.

The larger page size of this new style book will provide a full (six day) week of appointments from 8 A.M. through 10:30 P.M. An important extra is the inclusion of the full month of January of the following year for recording future appointments before the new year's book is obtained.

You can sell your customers every day with this specialized Nascon Week At-A-Glance. Send for details and catalog now!

GIVE...

Quality
Merchandise
to Fit
Every Need
Tailor-made
for
You!



\$10.00 retail



\$15.00 retail



\$16.50 retail



\$12.50 retail



\$18.50 retail



\$15.75 retail



\$20.00 retail



\$20.00 retail



\$10.00 retail



\$22.50 retail

Put ease and speed in your premium, prize, or business gift selections. You'll find the finest assortment of useful, quality products everyone wants. Products for men—products for women. For travel, for personal use, for the home. We offer tailor-made premiums to fit your needs and your budget. Our premium and business gift department is as near as your phone.

Call CHelsea 2-6133.
Ask for Mr. Herman Kaplan.
Or write for your
full color catalog.

Griffon
CUTLERY CORP.

CUTLERY SINCE 1888
151 West 18th Street
New York 11, N.Y.

GRIFFON

Manor, Merritt, Gladness Bakeries, Collin Street Bakery enjoyed virtually equal representation.

Jams, jellies: Knott's Berry Farm and Smucker's divided first honors. Others: House of Webster, Dickinson, Charlotte Charles, Alice Love, White Kitchens, St. Joseph Foods, Lutz & Schram.

Nuts: Chas. A. Peterson, Stuckeys, Funsten, Planters, Del Cerro, Priestler's were mentioned.

Cookies, pretzels: Nabisco, Sunshine, and Sawyer cookies; Bachman and Roll Gold pretzels were reported. Assortments of Fritos were included in the category.

Maple syrup: "Vermont" and "New York State" were used, with not a single brand mentioned.

Miscellaneous: Brandywine mushrooms, Ocean Spray cranberries, Helen Harrison salad dressing, Vera Kent honey, Noble's popcorn, Jones

Breakfast Packages were favorably identified. The menu also contained Maine lobsters, shrimp, pheasants, Rock Cornish game hens, oysters, sausages, steaks, plum puddings, buckwheat flour, spice assortments, ripe olives.

C. Items for personal use	Mentions
	387
Lighters	63
Watches, clocks	49
Clothing	43
Wallets, key cases	29
Smokers' supplies	28
Jewelry	28
Tools, tool kits	18
Gift certificates	16
Perfume	15
Shavers	15
Sports equipment	12
Luggage	11
Miscellaneous	60

Lighters: Zippo continued its unbroken string of victories as the most-mentioned trade name. Second place for lighters went to Ronson. Then followed Bowers, Bantam, Vue-Lighter, Evans, Tucker Sharpe, and Pick-Up. Pocket and table models may be had in almost any material at low or high cost.

EXCLUSIVE TRANSISTOR CLOCKS

designed by RAYMOND LOEWY



8" x 16" mantel or wall clock
tax-free \$50

casual living

108 Chatsworth Avenue, Larchmont, N. Y.
Tel. TEnnyson 4-5845



12 1/2" x 12 1/2", simulated tortoise shell
tax-free \$30

● These original Charles Denning Transistor Clocks are not just new, or different, but chronometrically precise, with transistor movements of guaranteed accuracy. Designed for America's finest homes and offices, they operate a full year on two flashlight batteries. Write, wire or phone now for quantity prices—supply limited. Beautifully gift-wrapped. Samples, list less 20%. Ask for our complete catalog of distinctive executive gifts.

A BRAND NEW IDEA FOR

Successful GIFT-GIVING

Ideal for Traveling Salesmen . . . Hunting and Fishing . . . also Dietetics — welcomed in Every Home.

Auto Snac-Pac

Practical Good-Looking
Gift for Executives

Smartly styled refreshment travel kit—with removable food container and quart vacuum bottle—has adjustable folding bracket that fits over back of any car seat

to provide cushioned arm rest for driver. Luggage type handle for carrying. Made of heavy vinyl—in choice of rich parchment or luggage tan color. Size: 11" by 12". Individually boxed in self-mailer. Retail at \$12.95. In top-grain cowhide luggage tan case, retails at \$25.

JOELL MANUFACTURING CO., 2516 Atlantic Ave., Bklyn. 7, N. Y.

FOOD AND
COMFORT
FOR THE
ROAD



After

OCTOBER 1

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Sales Management

should be

directed to our

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SALES

MANAGEMENT

630 Third Avenue

New York 17, N. Y.

SALES MANAGEMENT

BRAND NEW!

amazing **UNIVERSAL CORDLESS** Electric Shaver



Exclusive Universal product development opens up whole new shaver market!

Imagine . . . no clumsy cord, no plug, no outlet needed, yet you get the wonderful convenience of *electric* shaving anywhere . . . anytime! That's the radically new shaver now introduced by Universal. Double your sales with this sensational new Electric Shaver that runs for months on regular penlight batteries. There's big sales appeal to the man whose beard grows quickly . . . he can keep a "barber shop" shave right in his pocket. It's the perfect gift for travelers . . . no bothering with changing voltages anywhere in the world. Get the jump on quick profits by getting your order in NOW on this new Universal exclusive!

SHAVE ANYWHERE . . . No Cord . . . No Outlet Needed!



CARS, TRAINS
OR PLANES



BOATS



CAMPS
COTTAGES



OFFICES

Ideal for foreign travel—no worry about voltages

DESIGNED BY
RAYMOND LOEWY ASSOCIATES



**Beautifully Gift-Packed
FOR CHRISTMAS SALES**

Packaged for an eye-catching display on your counter—gold-edged box with rich, colorful insert, plastic top and easel-back. Holds shaver and real leather carrying case. **\$16.95**

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

SEPTEMBER 10, 1958

Watches, clocks: Hamilton led the watches, followed by Omega, Longines, Bulova, and Hampden. Jefferson Electric clocks were slightly ahead of General Electric, and Semca. In addition: Phinney-Walker, Atmos, Sessions, Numechron, Lux, Westclox, Standard Electric Time Co.

Clothing: A large number of brands were named. Among them: Pendleton, Hathaway, and Arrow shirts; Knox, Stetson, Adams, and

Dobbs hats; Harvale, Lily Dache, and Bronzini neckties. Also Ripon slippers; Sulka handkerchiefs; Prim hosiery; cashmere sweaters. Mink stoles, as a sales-contest prize, were reported as "expensive, and productive of good results."

Wallets, key cases: Buxton ran ahead of Beau Brummell, Hickok, Brown & Bigelow, and Rumpp. Gentry key cases, alone were named.

Smokers' supplies: Brands meant

nothing to buyers, apparently. They wrote of gifts of cartons of cigarettes, boxes of cigars, made-to-order pipe tobacco, cigarette boxes and humidors. But Optimo and Antonio y Cleopatra cigars were the sole trade names mentioned.

Jewelry: Tiffany, Swank, and Stetson showed up among such strictly personal items as money clips, cuff links, earrings, key chains.

Tools, tool kits: With none far in advance, these brands were mentioned: Utica Drop Forge & Tool, Stanley, Herbrand, Versatool, Xcelite, Osborne-Kemper-Thomas, Thomas D. Murphy.

Gift certificates: Not to be confused with gift catalogs, certificates permit recipients to buy a fixed amount of merchandise at local stores. They are especially useful for gifts involving sizes—as hats, shirts, shoes. No national brands were named by respondents, only their home-town stores.



THIS picnic jug serves
INDOORS or OUTDOORS

Legs hold jug at proper height for serving . . . fold away for carrying

This Christmas, a gift that's different. Different because almost everyone wants a good picnic jug but relatively few corporations think to give them. Different because this one-gallon "Sportsmaster" is the one and only picnic jug that stands on legs—just the right height for easy serving . . . anywhere! Wouldn't your own customers or employees appreciate such a gift?

Write for details on entire line!

MADE BY **Columbian**

ENAMELING & STAMPING CO., INC.
DEPT. SM-57, TERRE HAUTE, INDIANA



PORTABLE ICE CHESTS

Three sizes to choose from: 25 and 50 lb. ice capacity. Two-tone colors or all-aluminum models. A great favorite with campers, fishermen, hunters, or vacationers.



SIX SHOOTER

PISTOL LAMP NEW — DIFFERENT — IDEA

for Gifts, Premiums, Promotions
Excellent "T.V." light

Quality-Made to Last—NOT A TOY

- Gold-Plated Pistol
- Giant Aluminum Horseshoe
- Brass Nail Heads
- 10-inch Cowboy Shade
- U.L. Approved Electrical Units
- Beautiful Design, Well Balanced
- Exciting Conversation Piece
- For Cowboys Young and Old
- 16 inches high, Wt. 3 lbs.

See for yourself. Sample on request.

\$3.75 in Quantity.

GENERAL PRODUCTS COMPANY

Manufacturers since 1934

STAR ROUTE "A" AUSTIN 4, TEXAS

MAKE SURE YOUR SHIPPING RATES COVER DOOR-TO-DOOR DELIVERY



RAILWAY EXPRESS COMPLETE SERVICE can mean great savings in time and money

Many so called "bargain" carriers quote prices which do not include *complete service*. With Railway Express you know you get door-to-door delivery. Your shipments are picked up

and delivered at no additional cost within REA vehicle limits. This plus many other advantages assures you the fastest possible shipping at the lowest possible cost.

HERE ARE **DOWN-TO-EARTH** FACTS ON RAILWAY EXPRESS SERVICE

Widest

Coverage—

Railway Express serves some 23,000 communities to give you mass distribution—with *one company responsibility*. You reach *every* major market in the U. S., and with REA World Thruway Service—most every major market abroad. No worries about delays and divided responsibility in transferring between two or more carriers.

Special Low

Rates—

Railway Express offers special low commodity rates on ready-to-wear merchandise, graphic arts materials, hosiery, shoes, drugs, import-export traffic and for many other categories. Call your nearest Railway Express Agent. He'll tell you why—



THE BIG DIFFERENCE IS RAILWAY EXPRESS

Perfume: Scattering mentions went to Prince Matchabelli, Lenthéric, Helene Curtis, Dana, Anjou, Beauty Counsellors.

Shavers: Remington outstripped Distler, Ronson, Norelco. Non-electric Gillette was mentioned.

Sports equipment: Golf clubs, guns, fishing tackle, golf carts were reported. Wilson and U.S. Rubber golf balls were the sole brands.

Luggage: Oshkosh, Albany, Koch—with the rest "No brand stated."

Miscellaneous: Among threescore mentions were Griffon manicure sets; Niagara Cyclo Massage Cushions; Burns opera glasses and pocket knives; Anasco cameras; Shuvalay electric shoe polisher; nail clippers; Bausch & Lomb magnifying glasses; Allan Co. clothes hangers; stocking hangers; clothes brushes; men's toiletries.

D. Items for office use	Mentions
	233
Pens, pencils	87
Memos, calendars	75

Desk equipment	21
Ashtrays	20
Miscellaneous	30

Pens, pencils: A. T. Cross had a small lead over Parker, with Sheaffer and Scripto tied for third position. Additional orders were placed for Paper Mate, Autopoint, Eversharp, Dur-O-Lite, Rite-point, Fine Line, Union Pencil Co., Waterman, Permarite, Everglide, Brown & Bigelow, Gerlach-Barklow, Everlast.

Memos, calendars: Nascon out-sold Brown & Bigelow and Robert Dale Co. Respondents often said they give memo pads, pocket secretaries, and diaries every year with "excellent reception."

Other mentions were divided among Ready Reference Co., Wales, Artmount, Advertising Corp. of America, Perry, Le Roy, Dartnell, Gerlach-Barklow, Beau Brummell, Slencil, Amsterdam. The Zephyr Autodex, Bates phone index and Wilson Memindex were reported.

Desk equipment: Brown & Bigelow, Hill, and Shaw-Barton were



YES, THERE IS A SANTA CLAUS

NEW IDEA for customer gift giving . . .

a Selective Gift Certificate Plan which allows you to really give a gift. You send us your gift list of names, we will prepare and send out an attractive Selective Gift Certificate which allows the recipient to make his own choice from a list of as many as 38 items . . . gifts for the man, the home or the family. (Items are illustrated in full four-color.) He then indicates his choice on the order form provided, returns this to us, and we promptly send his gift to him, prepaid.

No risk of duplication . . . time saving to you . . . and so easy. From a price range of certificates beginning at \$6.00 to \$50.00 you select the price and the recipient selects his own gift.



DO THIS: Get full facts by sending in the attached coupon or writing on your company letterhead. No obligation of course. We send full details and sample certificates showing gifts in these price brackets: \$6, \$9, \$12.75, \$18, \$25.50 and \$50.

V. M. Atkinson Company
1470 E. Outer Drive
Detroit 34, Michigan

Gentlemen:

Please send details and sample gift certificates to:

NAME

ADDRESS

CITY

ZONE

STATE

Here's something
really different
for Christmas giving . . .



Delicious Alder-Smoked

RED SALMON

This is it! That something really different that every firm is looking for this Christmas. And virtually exclusive, too, as our production is limited (every fish is smoked on order only). Sample shipment gladly sent when requested on business letterhead.

Hegg and Hegg smoked salmon is a rare delicacy from famous Puget Sound fishing waters. It is specially selected and prepared, then gently smoked over rich alder coals. Delicious as hors d'oeuvres just as is—in a variety of tempting recipes which accompany each fish. Whole salmon (approximately 5 lbs.) \$8.45; half salmon, \$5.95. Write, wire or phone for detailed information and confirmation of order.



Vacuum sealed in plastic container, then specially packed and shipped post-paid. Gift cards available. Satisfaction guaranteed.

HEGG & HEGG, 801 Marine Drive
Port Angeles, Wash. • GL 7-9133

hot food
goes in one
carrier

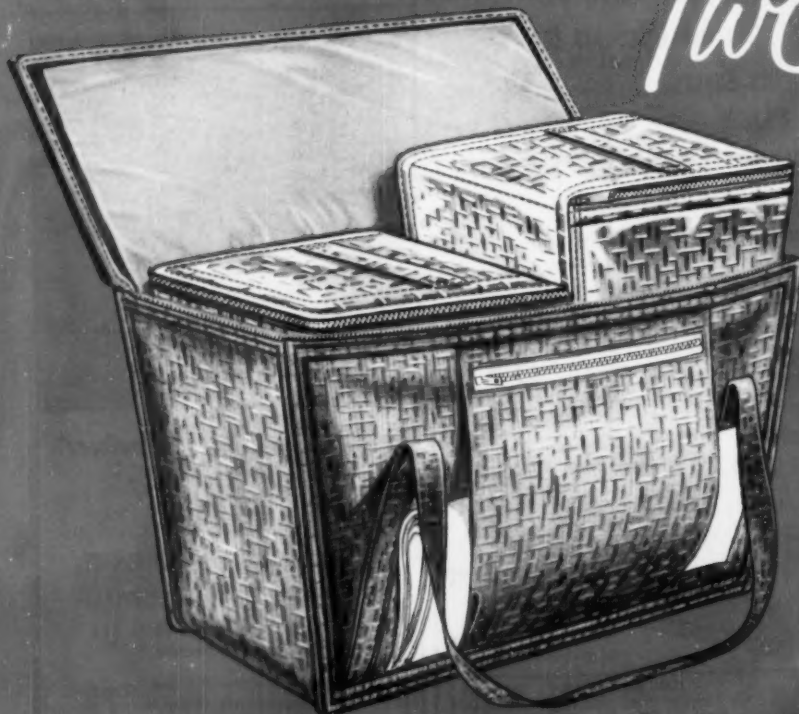


cold food
goes in the other
carrier



they and your good wishes go in NAPPY'S

Two-Temp^o



the truly distinctive
business gift

- Washable embossed vinyl
- Fiberglass insulation
- Reinforced handles
- Rust-proof zippers
- Sewn with nylon
- Outer bag: 21 x 11 x 11
Inner bags: 10 x 10 x 10
- High fashion colors
(red, green, blue, black)

be happy with Nappy!



other Nappy Bags can be made to your specifications or are available in a wide variety of standard models, colors, patterns and prices. Write for samples and further information

NAPPE-SMITH MANUFACTURING CORP., Farmingdale, N. J.

Nappy, Two-Temp and Fiberglass are trademarks.

the only names recalled for desk sets—letter openers, blotter holders, etc. Miller Advertising giant paper clips and Karv-Art paperweights won mentions.

Ashtrays: Brown & Bigelow, Contemporary Ceramics, and Hyde Park scored. Koch ashtrays were used by some.

Miscellaneous: Pickett & Eckel slide rules, Evans tapes and rules, Lufkin tapes, Stanley rulers, and Golden Rule were cited. Brief cases, clip boards, pocket staplers, and

phone-book covers — brands unstated — were sent to many offices.

E. Liquor, wine, beer

**Mentions
154**

Canadian Club was ahead of Old Grand-Dad by a short snort. A trifling distance separated them from Old Forester, Ballantine, Johnnie Walker, Chivas Regal, I. W. Harper, Seagram's, Kentucky Tavern, Haig & Haig.

Fewer mentions were indicated for Beam, Schenley, Four Roses,

Imperial, Calvert, Hill & Hill, Old Crow, Bellows, Early Times, Usher's, Vat 69, Old Fitzgerald, J & B, Old Charter, Glenmore, and White Label.

Taylor's champagne, Harvey's Bristol Cream sherry pleased givers and recipients.

A few beers were presented, brands unknown.


"Any good brand," "High-quality bourbon or Scotch," or "Name brands" appeared on scores of questionnaires. Despite the barrage of advertising, numbers of buyers still believe that identically priced liquor is identical in quality. All, apparently, are "the finest" — as their makers claim. Yet liquor men may be encouraged by the fact that bottles of cheer are the most-used single gift.

Survey respondents bought from big and little suppliers all over the map. By name the following headed the list:

Most-Mentioned Brands

Airguide weather instruments
Armour hams, turkeys
Brown & Bigelow lighters, ashtrays,

Here's the *Business Gift* the *entire family will appreciate!*



The **FAMOUS TREND-SETTING DECORATOR WALL CLOCK...**
19" high, 12" diameter
beautifully made in
solid brass finish.
Retail \$40.00 at all fine Stores.

Very Attractive Discounts to
Quantity Buyers.

Write for illustrated brochure SM-1

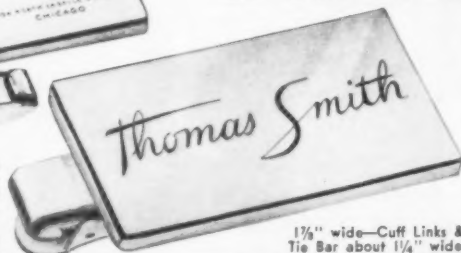
Designed & Mfg. by **HALLMARK ACCESSORIES**, 1160 Bway, Brooklyn 21, N. Y.

Anyone's CALLING CARD • Signature or EMBLEM Engraved Forever on Lifetime **CUFF LINKS or TIE BAR**



Has everything a business gift should have! LIFETIME REMINDER of your good taste and your good company! Business builder without compare!

Give the gift that's refreshingly new... that compliments and flatters your customer... that becomes a LIFETIME REMINDER of the giver. Give Executive Cuff Links, Tie Bar or Money Clip ENGRAVED FOREVER with exact reproduction of anyone's business card, signature, emblem, insignia, trade mark. In lifetime satin silver or gold plate finish. Handsomely gift boxed. Allow 2 to 3 weeks for delivery. Send calling cards or signatures you want reproduced. Check with order unless rated. Satisfaction guaranteed.



1 7/8" wide—Cuff Links & Tie Bar about 1 1/4" wide

	Cuff Links	Tie Bar	Money Clip
Satin Silver Finish	\$7.95 pr.	\$4.95 ea.	\$8.50 ea.
Gold Plate Finish	8.95 pr.	5.90 ea.	7.50 ea.
Discounts start at 16 sets.			
All prices plus 10% Fed. Tax. Shipped Postage Paid.			

W. N. DRESDEN & ASSOCIATES
Manufacturers

179 W. Washington St., Dept. D-3, Chicago 2, Ill.



A Quality Product Since 1894

Fully Tree-Ripened. Not Oxidized.
Appetizing Light Nut Color.
Unusually Delicious Flavor.

Gift packages from \$6 to \$18
Carriage Prepaid

For Price List and
Information Write to

C. C. GRABER CO.

P. O. Box 511

ONTARIO, CALIFORNIA

playing cards, desk sets, memo pads

Cross pens, pencils

Epicure Club food assortments

General Electric appliances, blenders, TV, radios, clock-radios

Hamilton-Skotch grills, coolers

Harry and David fruit, assortments

Kaukauna Klub cheese

Maritz gift catalogs

Mission Pak fruit, fruit cakes

Nascon memo pads, diaries

Parker pens, pencils

Pierce, S.S., food assortments

Ronson lighters

Russell Stover candies

Sunbeam appliances, cookware

Swift hams, turkeys

Swiss Colony cheese

Zippo lighters

Other Multiple Mentions

Advertising Corp. of America diaries

Aladdin vacuum ware

American Heritage subscriptions

American Thermos vacuum ware

Ami-all can openers

Amsterdam pocket secretaries

Anchor Hocking glassware

Androck barbecue grills

Autopoint pencils

Bachman pretzels

Ballantine Scotch

Belnap & Thompson gift catalogs

Burgess Radar lights

Buxton wallets

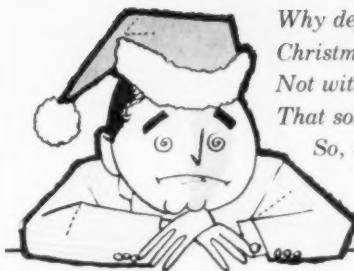
Callaway Mills towels

Canadian Club whiskey

Cappel, MacDonald gift catalogs

Full details . . .

. . . on quantity orders, special services, samples will be gladly supplied by advertisers. When you write to them just mention Sales Management's Business Gift Issue.



Why dejected? Why so sad?

Christmas "Giftitis" isn't so bad . . .

Not with this proven, modern cure

That solves Gift Problems quick and sure.

So, away with methods hodge-podgical!

This way's simple . . .

This way's logical . . .

Let them select the gift they want

...at the price you want to pay

six gift groups . . . \$4.95 to \$39.95 . . . includes everything

Save time . . . trouble . . . worry . . . money . . . and please everyone on your Company's Christmas gift list. No need to wonder if your customers and employees have one . . . want one . . . what size or color. You give the right gift because each recipient picks the one he or she likes best.

We Relieve You of All Details . . .

Choose the price of your gifts from six groups . . . \$4.95 to \$39.95. Send us the names on your gift list. We do the rest.

Everyone on your list receives a beautiful Christmas Card, personalized with your name. Each recipient selects one of 24 gifts shown . . . sends us his or her choice on postage-prepaid card supplied.

We handle all addressing, pay all postage, pack and ship your gifts. Yet, your cost is less than average retail values of the gifts alone.

Send for Samples . . . Full Details . . .

Write on your letterhead to: MSB Christmas Gift Plan, P. O. Box 7020, St. Louis 77, Missouri

THIS BEAUTIFUL FOLDER

World's longest selection of personal gifts . . . family gifts . . . gifts of food . . . gifts for everyone.



Christmas Gift Plan®

Division of MARITZ SALES BUILDERS
4200 Forest Park Blvd. • St. Louis 8, Mo.

Carvel Hall cutlery
Certif-A-Gift gift catalogs
Chivas Regal Scotch
Cobb's fruit
Contemporary Ceramics ashtrays

Dale, Robert, calendars
Dirilyte Co. of America tableware
Distler shavers

Eversharp pencils

Fin 'n' Feather food assortments
Ford automobiles
Fortune subscriptions
Four Roses whiskey

Haig & Haig Scotch
Hamilton watches
Harper, I. W., whiskey
Heinz, H. J., food assortments
Hormel hams
Horner blankets
Hotpoint appliances
Howe folding tables
Hyde Park ashtrays

International silverware, stainless
ware

Jefferson Electric clocks
Jordan hams

Keefe Mfg. Co. coffee kits
Kentucky Tavern whiskey
Kirk's Christmas trees, evergreens
Knott's Berry Farm fruit, jams
Kroger turkeys
Kromex ice buckets

LeRoy memo pads
Life subscriptions
Lincoln automobiles

Martex towels
Mayer, Oscar, hams
Maytag cheese

Nabisco cookies

Old Forester whiskey
Old Grand-Dad whiskey
Omega watches
Osborne-Kemper-Thomas glassware
Owens-Illinois glassware

Paper Mate pens
Partridge hams
Pepperell sheets
Peterson, Chas. A., nuts
Philco radios
Pinnacle Orchard fruit
Pyrene fire extinguishers

Rand McNally atlases, road maps
Rath hams
RCA TV sets
Reader's Digest subscriptions
Remington shavers, flashlights

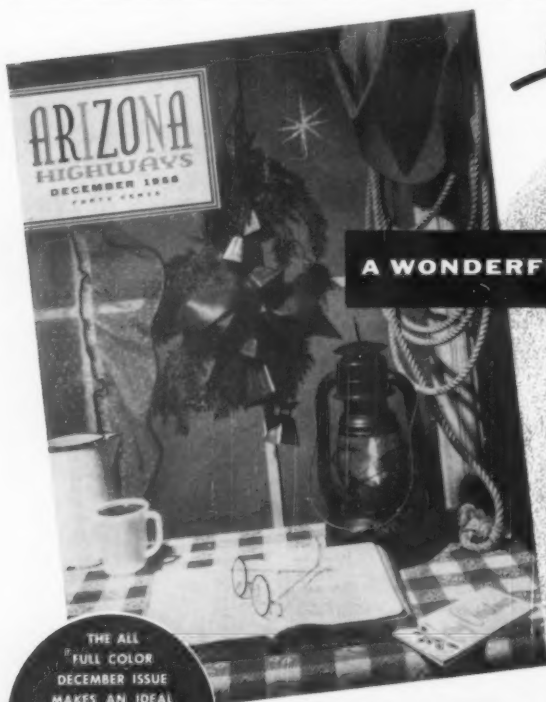
Salton Hotrays
Scripto pencils
Seagram whiskey
Sees candy
Select-A-Gift gift catalogs
Semca clocks
Sheaffer pens, pencils
Smucker's jams, jellies
Stetson hats
Steuben glass

Tiffin glassware
Time subscriptions

Utica Drop Forge & Tool tools

Versatool tools

Walker, Hiram, whiskey
Walker, Johnnie, Scotch
Waterman pens
Wear-Ever kitchenware
West Bend kitchenware
Westinghouse appliances, radios
Wisconsin Cheese Makers Guild
cheese
Wisconsin Cheese Man cheese



THE ALL
FULL COLOR
DECEMBER ISSUE
MAKES AN IDEAL
CHRISTMAS CARD, TOO.
40¢ EACH
WITH HOLIDAY
ENVELOPE.

A WONDERFUL WAY TO SAY *Merry Christmas!*

A Christmas gift subscription to scenic ARIZONA HIGHWAYS magazine brings 12 hearty helpings of pleasure to those special friends, relatives and business associates on your gift list. Start your gift subscription with the all full color Christmas issue in its gay Holiday Greeting envelope. A gift card will announce your most thoughtful consideration.

TWELVE
COLORFUL
ISSUES
ANNUALLY

**ARIZONA
HIGHWAYS**
PHOENIX, ARIZONA

SCENIC MAGAZINE OF THE WEST

\$3.50 PER YR. U.S.A. & POSS.

\$4.50 PER YR. ELSEWHERE

FOR FURTHER INFORMATION WRITE TO ARIZONA HIGHWAYS, PHOENIX, ARIZONA

"what a *wonderful* gift idea!

— another piece
of lovely Dirilyte
to match the piece
they gave
last year!"



giving beautiful, golden-hued *Dirilyte* flatware

or holloware for Company Gifts, Awards, Contest Prizes, Incentives, Premiums—each year—builds good will . . . solves your gift problem for years ahead. Dirilyte is a prestige gift, useful, enjoyed by the whole family. The lovely luster and golden color of

Dirilyte is lifetime-lasting . . . fashion-right in any home. And now that Dirilyte Holloware needs no polishing, it's appreciated more than ever. 100 items of nationally advertised Dirilyte flatware and holloware are available at special quantity discounts.

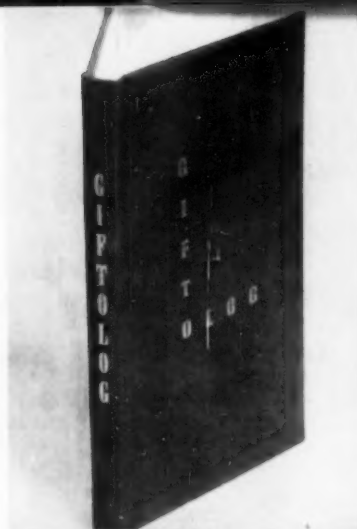
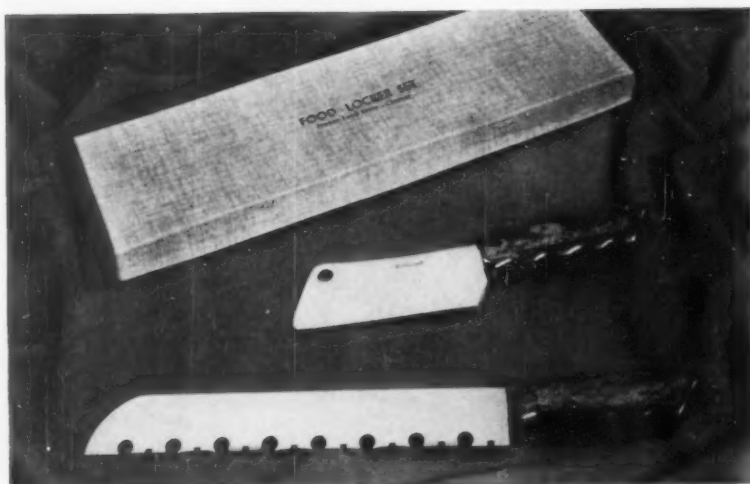


Write on company letterhead for descriptive literature and prices, or to request business gift counselling service.

DIRILYTE COMPANY OF AMERICA, INC., Kokomo, Indiana

Gift Gallery

Modest
...up to \$3



▲ **GIFTOLOG** is five-year record of Christmas, birthday, wedding gifts and cards sent and received. Space for address changes, Christmas highlights, and other memoranda. 108 pages; 4" x 6½". \$1.60 each, minimum order 50 copies. Strahner Corp., 309 Boyce-Greeley Bldg., Sioux Falls, S.D.

◀ **SAWTOOTH** knife cuts off a needed portion of frozen food. Formerly entire package had to be thawed before slicing, resulting in waste. Is also handy for cutting cabbage, squash, etc. Cleaver trims meat, fowl. Both are high-carbon steel, chromium plated; hard rubber handles. Boxed set: \$1.92. Cattaraugus Cutlery Co., Little Valley, N. Y.



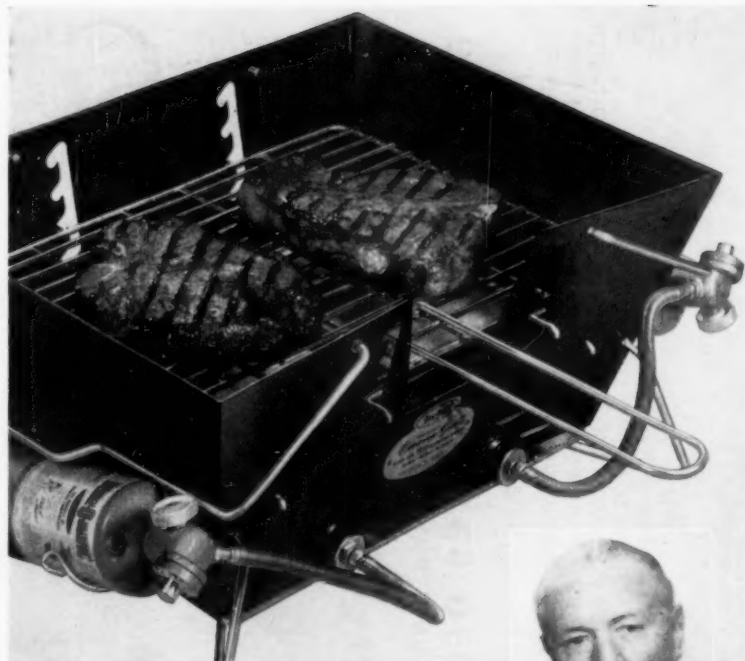
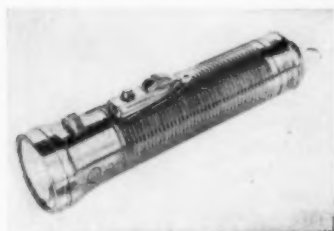
▲ **UNBREAKABLE** plastic "Elegante" keeps 30 ice cubes for hours. Or serves chilled salads, desserts. In white with gold decoration; or turquoise with chrome. \$2.98. Columbus Plastic Products, Inc., 1625 W. Mound St., Columbus 23, Ohio.

◀ **WHITE VELLUM** "Madeira" stationery has borders and engraved initials in feminine Wedgwood blue. Hinge-cover box holds 54 sheets and note-cards, 36 envelopes. All initials except I, Q, U, X, Y, Z. \$1.62. White & Wyckoff Mfg Co., Holyoke, Mass.



COACH LANTERN is plastic reproduction of a Williamsburg, Va., colonial model. A front-door piece or wall decoration. Lacquered black, wrought-iron finish; hanging-ring. Silvered back reflects a red haloed "candle" with white bulb. Four-foot cord plus add-on connector; 15½ in. long, 6½ in. wide. \$3. Glolite Corp., 1472 Merchandise Mart, Chicago 54, Ill.

▼ **CIGARETTE LIGHTER** is combined with flashlight. Shutter in side allows insertion of cigarette away from wind or rain for immediate light-up. No fuel, matches needed. Standard flashlight has chrome-plated case, three-way switch, carrying ring. \$1 without batteries. H. J. Ashe Co., Glenbrook, Conn.



"I've never enjoyed anything more than my new Bernz-O-Matic® Ceramic Grille"

says William M. Goss, President of Scovill Mfg. Co., Waterbury, Conn.



to Mfg. Co. President

"It's really amazing! Four minutes after I light it my family and I are enjoying delicious 'charcoal grilled' steaks made without charcoal!"

Yes, the amazing new Bernz-O-Matic Ceramic Grille "charcoal" grills *without* charcoal in minutes. No waiting for charcoal to burn down. No mess or fuss. Just light a match and in four minutes you can have the most delicious "charcoal grilled" steak you've ever tasted.

It's wonderful for grilling steaks, hots and hamburgers—even chicken. The

juices dripping on the ceramic block burn back and sear that wonderful charcoal flavor "deep into the meat."

The Bernz-O-Matic Ceramic Grille is portable. It runs on propane gas in disposable cylinders. You can take it anywhere. Best of all, use it *indoors* as well as outdoors to have charcoal grilled foods all year 'round.

EXCITING NEW BERNZ-O-MATIC CERAMIC GRILLES ARE IDEAL CHRISTMAS GIFTS



Bernz-O-Matic Ceramic Grilles are available in 3 distinctive models. For complete information plus special gift prices for quantity orders, simply fill in the coupon and mail, or write, wire or call collect—Specialty Products Division.

SPECIALTY PRODUCTS DIVISION

Otto Bernz Company
Driving Park at Ramona • Rochester 13, New York

Gentlemen:

Please send me full information and quantity prices on the Bernz-O-Matic Ceramic Grilles.

Name _____

Title _____

Company _____

Address _____

City _____

Zone _____

State _____

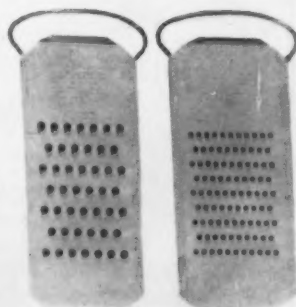
OTTO BERNZ COMPANY, INC. • ROCHESTER, N. Y.



▼ **SPORTY BRUSHES:** Bowling pin, for men or women, is natural maplewood, red trim. \$3.25. Golfer's hairbrush has heavy hardwood driver head, mahogany finish. \$5. Baseball bat, for hair or clothes, is natural wood. \$1.98. All three have Du Pont nylon bristles. Mohawk Brush Co., 100 Park Ave., New York 17, N. Y.



▲ **DIAMOND** and sapphire chips bonded with nickel provide friction for fingernail dresser. It is said to cut faster than a steel file, cleaner than an emery board, with no rasping. Lifetime guarantee. In plastic case, which may be imprinted. 4" size, \$1.25; 6" size, \$1.50; 8" size, \$2. Dept. SM, Hobi, Inc., 42-08 Lawrence St., Flushing 52, N. Y.



▲ **SALAD SET** slices, grates, shreds vegetables, cheese, etc. Glass bottom may be used for storage or cooking. Comes with fine and medium shredders, combination slicer-grater; safety guard to protect fingers. Guaranteed for 10 years. \$2.50 each for 12-24. Bluffton Slaw Cutter Co., Bluffton, Ohio.

Everyone APPRECIATES DELICIOUS DINNERS...

• Ideal Sales Incentive, Premium or Business Gift

Health Cast Aluminum Cookware is the answer! Nothing cooks food so tastefully, so easily, so healthfully. And, popular Health, extra thick Cast Aluminum Cookware is smartly styled, superbly crafted. So give the gift that keeps on giving — keeps reminding your customer so pleasantly of you — *Health Cookware*.

WRITE... RIGHT NOW

For descriptive literature and prices on the complete line of HEALTH Cookware... priced from \$1.00 up. Sets can be made up in any combination of utensils desired.



a gift of
HEALTH
CAST ALUMINUM
COOKWARE

This 5-quart HEALTH Dutch oven — Round Roaster with cover serves this largest family.

Handy, smartly-styled 2-quart HEALTH Sauce Pan with cover.

Modern, versatile 10 1/2" HEALTH Skillet-Chicken Fryer with cover.

NATIONAL ALUMINUM MANUFACTURING CO., 721 Park Avenue, Peoria, Illinois

The more you know
about Scotch,
the more you
like Ballantine's



"21" Brands, Inc. N. Y. C. 86 PROOF

A DISTINCTIVE GIFT with a PERSONAL TOUCH for customers, friends or yourself

SILO-FREEZE PORTABLE "SPOT" REFRIGERATOR COMFORT AND CONVENIENCE FOR THE OFFICE!



Moderately Priced

Compact — Portable — Can hang on wall.

Ample storage — Overall size 20 x 22 x 21"

All Steel Cabinet White, Mahogany, or
Blonde Baked Enamel Finish. Equipped with
lock and key, adjustable shelf.

Efficiency Size; Cooling unit functions on
absorption principle without a motor or
compressor, fully automatic — NOISELESS.

AC-DC, voltages 110-220

Write for literature, details and
special quantity prices.

REXILLO PRODUCTS, INC.
"Specialists in Portable Refrigeration"
Empire State Building, New York 1, N. Y.

Please send me complete details on SILO-FREEZE

Name.....

Street.....

City.....State.....

G & G Gift Gallery

► MONTH-AT-A-GLANCE has space
for memos, appointments, reminders.
Calendars for six months always in
view. Perforated memo section. \$1.66
to \$4.75; minimum 25. Nascon Prod-
ucts, 475 Fifth Ave., New York 17.



► GOOD GROOMING
kit contains razor,
blade holder, styptic
pencil, tweezers, cuti-
cle pusher, scissors,
nail file. Genuine tan
cowhide case, pocket
size. May be imprinted
in gold inside case.
\$2.25. Bayes Mfg. Co.,
30 Irving Place, New
York 3, N. Y.



▲ BILLBOARD space
is provided for your
message on broad, flat
side of Slen ball-point
pen. Tailored to fit the
hand; it will not roll.
Retractable fine point;
refill cartridge in stor-
age compartment. In
eight colors. \$1.50 in-
cluding three-line im-
print in gold. Slencoil
Co., Orange, Mass.

◀ SEA HORSES, star-
fish, seaweed are
among items embedded
in clear plastic. Oth-
ers: birds, fish, trout
flies, replicas of trade-
marks and products.
Prices from \$1 to \$70.
Karv Art Products Mfg.,
Box 911, Camden 5, N.J.



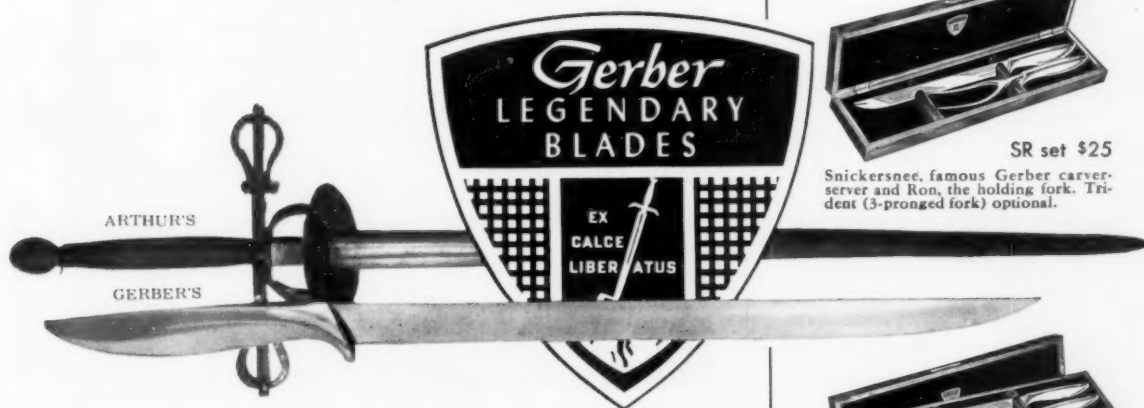
whether in fable...

or at the table

EVERY MAN

WANTS A

GOOD BLADE



When Arthur pulled the blade "Excalibur" from the rock he became King of England—a really good job in those days.

Any man, today, gets something of the same lift when he ties into a carving job at the family table with a good blade.

Gerber Legendary Blades are the hottest knives made because they are deliberately made from a steel that is the finest cutting steel known—a steel employed in the most exacting industrial uses. "Far too good for making into cutlery" is the popular viewpoint. But we like it that way—and so do a lot of men who still have their marbles.

About twenty per cent of this alloy steel is tungsten, molybdenum, vanadium, chrome and carbon. Any metallurgist or machinist knows this formula as "the steel that cuts other steel."

Gerber blades are wedge ground, permanently protected against rust or stain, and packaged either in solid walnut chests or attractive cardboard gift cases. Give the gift that is treasured a lifetime—give GERBER LEGENDARY BLADES.

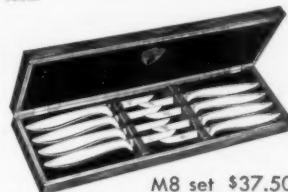
Write for free selection sheet showing all of the sets available and full information on quantity gift prices.

Write Gerber, Dept. SM, 1305 S.W. 12th Ave., Portland, Ore., U.S.A.



GET set \$32.50

Gungnir, the steel; Excalibur 11 1/2" carver and Trident, our new 3-pronged fork.



M8 set \$37.50

8 Miming individual steak blades—beautiful, graceful, sharp. Also in sets of 4, 8, 12. In solid walnut chest.



SR set \$25

Snickersnee, famous Gerber carver-server and Ron, the holding fork. Trident (3-pronged fork) optional.



VALHALLA set \$49.50

8-piece combination set. Snickersnee, Ron and 6 individual steak blades. In walnut chest.

CHEF set \$22

French Snickersnee, Durendal and Pixie in their own three-some quick detachable walnut shield.



SNICKERSNEE in

walnut scabbard \$12.50

Put your Snickersnee in its tension scabbard, then hang it on the wall, leave it on work table or toss it in a drawer. Safety and convenience unequalled.



PIXIE \$3.50
paring blade



SHORTY \$8.50

4 1/2" Hunting Knife in leather scabbard.

GERBER LEGENDARY BLADES AT LEADING STORES EVERYWHERE

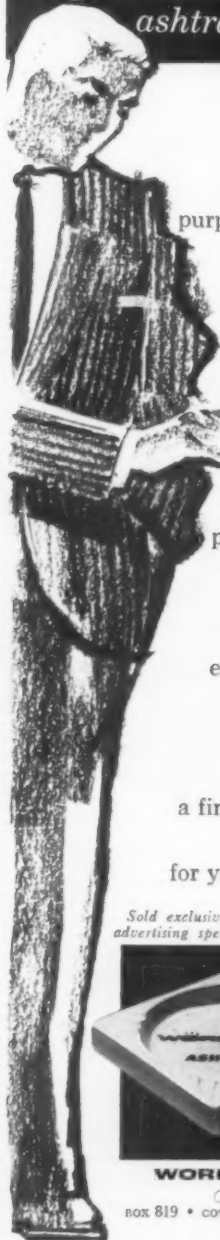
SEPTEMBER 10, 1958

105

For the **HOLIDAYS**
and every day give--

WORLD WIDE

*genuine ceramic
ashtrays*



A style
and a size
to suit every
purpose, product,
or service
... and
every price.
Personalized,

permanent,
decorations
picturing your
trade-mark,
product or
building ...
even your own
likeness.
Satisfaction
guaranteed,
a finished sample
is submitted
for your approval.

*Sold exclusively through better
advertising specialty representatives*



WORLD WIDE
Art Studios
BOX 819 • COVINGTON, TENNESSEE

Send me full details about
World Wide Good Will Ashtrays

Name _____
Title _____
Firm _____
City _____ State _____

**Glt
& Gallery**



▲ **PLAYING-CARD** motif, in six colors, is on pocket lighter at left, and personalized desk model, right. Guarantee: "It works regardless of age or condition, or Zippo fixes it free." Prices: modest to luxurious. Zippo Mfg. Co., Bradford, Pa.



▲ **BABY TRAVEL KIT** contains baby powder, oil, cream, lotion, soap, and cotton swabs. Case is washable, scuffproof plastic that folds to pocketbook size. Kit may be hung by its strap for use while traveling or at home. \$2.75. Johnson & Johnson, New Brunswick, N. J.

▼ **EXTRA THICK** cast aluminum cookware is designed for waterless top-stove cooking. Hammered, stay-bright finish. Line includes 2- and 3-qt. saucepans with glass covers, fry pan, Dutch oven and cover, griddle, sizzling steak and serving platter. \$1 to \$2.50 each, depending on packing—individual or bulk. National Aluminum Mfg. Co., 720 Park Ave., Peoria, Ill.





▲ **MONEY CLIP** resembles a letter. Giver's name and address are stamped at top left. Either giver or recipient may write in the latter's name with any ball-point pen. Gold-plated spring clip; saddle cowhide. \$1.28 each, minimum order 25. Wright Leather Specialty Co., 8300 Manchester Ave., St. Louis 17, Mo.



▲ **APPLE BLOSSOM** is one of many fragrances of handmade scented soaps. Others: wood violet, Southern magnolia, old-fashioned lemon, balsam, cinnamon, pine, mint. 12 cakes, \$3.50; 3 cakes, \$1.25. Carolina Soap & Candle Crafts, Southern Pines, N. C.



▲ **BLADE SLIDES** out to any of three positions. Pocketknife may be etched with your name or message. Stainless-steel handle; surgical-steel blade. \$1.35. Christy Co., Fremont, Ohio.

GIFT GALLERY continues p. 124

A FREE SERVICE

For Meeting and Exhibit Planners

It's no longer a painful task to find just the right site for your large or small meeting, traveling show or special convention. Just write down these facts:

1. Number of people to attend
2. Number of days to run
3. Probable dates
4. Preferred areas or cities
5. Hotel and exhibit facilities you require

All you have to do is to send these facts to Meeting-Site Service (a division of SALES MEETINGS' Research Department). Without charge, a check will be made on the availability of the facilities you seek and recommendations will be made. With the list of possible sites, you will receive color brochures to help you make a decision. For this free service, simply write:

MEETING-SITE SERVICE

Sales Meetings Magazine

1212 Chestnut Street, Philadelphia 7, Pa.

Another service: We'll be happy to recommend organizations qualified to assist you with any services or products you require in conjunction with your meeting or show.

You can't get
new accounts with
"no account" pens

GIVE THE FINEST GIVE PAPER[®]MATE

This season give customers and prospects a gift they'll really use—a genuine Paper Mate pen. When you give Paper Mate you associate your name with the finest name in the writing instrument field. Paper Mate will imprint to your specifications.

PAPER[®]MATE CAPRI

SERIES 500
WITH
PIGGY-BACK
REFILL

RETAIL
\$1.95

Mail coupon
for quantity
prices and
name of
your local
franchised
distributor

© 1958, The Paper Mate Company
Piggy Back—Reg. U. S. Pat. Off.

The Paper Mate Company
Advertising Specialty Division, SM-98
444 Merchandise Mart,
Chicago 54, Illinois

Please send me quantity prices and
name of local franchised distributor.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

Just What I Wanted!

Two kinds of gifts impel that response. Here—from the experience of 544 management men—are tips to guide you in using standard or "different" products for home, personal, and office presents.

WHICH of these two types of gifts, 846 sales executives were asked, was best liked by recipients:

A. The standard, well-known item?

B. The novel or "different" item?

Replies from 544 divided as follows:

Standard	321
Novel	180
Both	43

Adherents of the conservative school most often choose foods and liquor — traditional holiday fare. Scores of companies present a ham, turkey, or bottle year after year. Employees and customers learn to expect such munch-or-sip treats. The task of picking an item is simplified.

"Oranges for family enjoyment have created a lot of good will," says a Boston s.m., explaining his firm's annual custom.

Edibles and drinkables are not the only "standard" products sent by the 321 majority. The list is long. For example, Elon E. Ellis, sales v.-p., Timber Structures, Inc., Portland, Ore., reports:

"Response has been excellent from recipients of our Oregon holly gifts at Christmas. Boxes go to the home, and are addressed to 'Mr. & Mrs.' if appropriate. These gifts are inexpensive, yet tasteful and in keeping with the holiday spirit. They, we feel, represent more thoughtfulness."

A California executive states:

"We gave a good-looking and convenient desk diary for 20-odd years. Then we switched to something else just for variety. Customers were positively irked. Of course we went back to the highly regarded diary."

A Seattle manager had a different experience with employee gifts. "For a number of years we have given hams to our personnel," he says. "It has become so routine that the men expect it as a matter of course. That, we think, is wrong. Consequently we may change this year to a package of assorted foods."

Givers of novelties advance sound arguments, also. Says R. E. Owen, advertising and sales promotion manager, Curtis Lighting, Chicago:

"Specialists in gifts offer a wealth of unknown-brand merchandise of high quality. Some are hand-crafted, some imported. These meet with a better reception than the old standby, famous-brand appliances now being peddled by every discount house.

"Brand names are not important. Quality of the product is paramount."

A Nashville, Tenn., company president "prefers the unusual. But it must be useful. Then we are talked about, and our gift is remembered."

If you want to hear from recipients there's nothing like novelty, a

SALES MANAGEMENT



This is a Gift that says...
 "You are someone special!"

Taylor Wines ✨

A gift of Taylor New York State Champagne or Still Wines implies a nice compliment to the recipient's good taste. It is a gift of enjoyment, recognized as the finest of its kind.

At surprisingly modest cost you can send impressive gifts of Taylor Champagne or Wines even to a sizable list—in beautiful *full-color* gift cartons. This year—*be different!* As a starter, mail the coupon.

THE TAYLOR WINE COMPANY, INC.
 375 PARK AVENUE
 NEW YORK 22, NEW YORK

We are interested in Taylor Wines as possible business gifts. Please send information.

NAME _____
 COMPANY _____
 ADDRESS _____
 CITY _____ STATE _____

The Taylor Wine Company, Inc., Vineyards and Winery, Hammondsport, New York

DRAMATICALLY NEW

-a bath scale with a jeweled movement!



COUNSELOR *Classic*

Here's the most elegant bath scale in the world, introduced just in time for Christmas giving. Entire mechanism centers upon an imported Swiss Jewel. The COUNSELOR CLASSIC is made like a fine watch, then set into a gold-trimmed case. Classic in its design and in its precision performance...a treasured gift for any home, presented in transparent

"jewel-box" container. Advertised to millions at \$20. Guaranteed for a lifetime! Selected for display at Brussels Fair. Other Counselor lifetime models from \$6.95

Write Factory For Full Details! Address: Dept. C, THE BREARLEY COMPANY, 2107 KISHWAUKEE, ROCKFORD, ILLINOIS. World's Largest Producer of Bath Scales.

OPEN DOORS — SEAL DEALS with "Mighty-Muscle" **GILHOOIE**

Clinch sales by giving GILHOOIE to your customers. This "extra-arm," in kitchen or bar, is a wonder-worker on bottles or jars. No lid too stubborn... no prospect too sullen for GILHOOIE!



Nationally Advertised at \$2.95
Write for quantity discounts.
Shipments prepaid to one address.
RISWELL, Inc.—Dept. SM—P. O. Box 298—Cos Cob, Conn.

Michigan s. m. chimes in: "We always get more comments from 'different' items. The nature of the gift practically demands response."

Both standard and unusual products were given by only 43 respondents. However, the figure would probably rise if complete replies could be obtained from all those surveyed. Nearly every company distributes some out-of-the-ordinary items, chiefly to customers.

Survey respondents were most appreciative of these brands.

Foods

Hams: A & P, Armour, Aunt Lucy, Hickory Valley, Hormel, Jordan, Oscar Mayer, Morell, Prescott, Swift, Talmadge.

Turkeys: Land o' Lakes, Rockingham.

Cheese: Black Diamond, Kaukauna Klub, Olde Tavern, Maytag, S. S. Pierce, Swiss Colony, Wisconsin Cheese Makers Guild.

Jams, jellies: Charlotte Charles, House of Webster, Knott's Berry Farm, White Kitchens.

Fruit: Harry and David and Fruit-of-the-Month, Mission Pak, Pinnacle Orchard, Poinsettia Groves.

Fruit cakes: Hostess, Mission Pak, Nabisco.

Many smiles of pleasure were brought by Chas. A. Peterson nuts, Squire's maple syrup, Mrs. Steven's and Rosemarie de Paris candy.

Liquor: Bristol Cream sherry, plus Canadian Club, Chivas Regal, I. W. Harper, Old Forester, Old Grand-Dad, Johnnie Walker had top mentions.

Among the "different" foods at various seasons were:

- Louisiana shrimps
- Live lobsters
- Brandied dates in oak kegs
- Mushrooms
- Barrels of oysters
- Ready-to-eat pheasants
- Ripe olives
- Sacks of buckwheat flour

Executives seem to agree that novelties get the most cordial welcome away from their natural habitat. Thus, Gulf Coast shrimp are "something special" in Michigan, and guava jellies please Nebraskans.

SALES MANAGEMENT

As good as it looks

—your gift makes a "delicious" impression!



Two gifts in one—this beautiful cake box will be used the year 'round.

*Give the gift that's enjoyed
and remembered . . . delicious*

Paradise Fruit Cake

Business friends and clients will welcome your original and thoughtful present—for Paradise Fruit Cake is a gift the entire family will share and enjoy!

A golden-light cake, laced with fine brandy. Paradise Fruit Cake is chock-full of choice fruits and nuts . . . juicy apricots, giant pecans, pineapple wedges, white raisins, glacé red cherries, liberally laced with brandy. Ward has baked this superb cake for generations. Today, it's the aristocrat of fruit cakes.

Two gifts in one—Paradise comes in the beautiful cake box pictured

above—an original blue and white Wedgewood design embossed on metal. Wives of business friends will admire it and use it the year 'round. And, we mail each cake in a handsome gift carton, with your personal card or note.

Order today—Paradise Fruit Cake comes in two sizes: the 5-pound cake retails at \$7.50; the 2½-pound retails at \$4.00. Paradise is baked in limited quantities—order now. Fill in coupon below and send to Ward Baking Company, today.

CLIP OUT AND MAIL TODAY

Ward Baking Company, 475 Fifth Avenue, New York 17, New York

Please send me special order blank and price list for Paradise Fruit Cake.

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____

Beautiful...Fascinating Useful Keepsakes

Nature "Pictures"
(or Your Trade-Mark)
Suspended in Crystal Clear Lucite

"Suspensions in 3 Dimensions" are so beautiful yet so novel and practical that recipients cherish them . . . keep them in use—and in view—for years and years.

These are just a few of our many items, in various motifs, ranging from \$1 to \$50—something really special for any and every V.I.P. on your list. And it can be personalized, with the V.I.P.'s. name engraved on it.

Whether you choose one of our standard items or a special embedment featuring your own trade-mark or motif, our "Pride in Craftsmanship" assure you a gift you'll be most proud to present to your friends, customers and prospects.

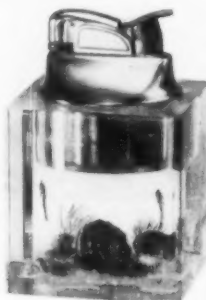
Write now for catalog
and complete information



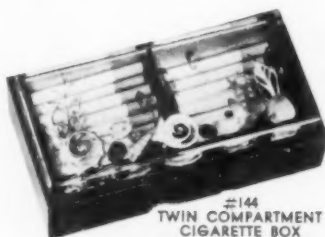
#666-F COIN BLOCK



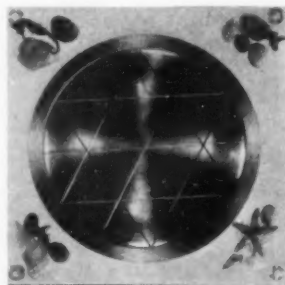
#450 TIMER MARINE



#130 LIGHTER MARINE



#144
TWIN COMPARTMENT
CIGARETTE BOX
MARINE MOTIF OR
NATURAL BUTTERFLIES



#160 ASH TRAY MARINE

DISTINCTIVE EMBEDMENTS, INC.

"Suspensions in three Dimensions"

42 Gano Street, Providence 6, Rhode Island

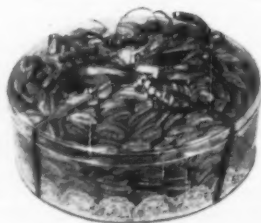
A Special Treat That
the Whole Family can Enjoy.

MAMMOTH PECAN HALVES

in Attractive Transparent Gift Package

GIFT PACKAGES

5 lb. Gift Package	\$10.00
3 lb. Gift Package	\$ 6.50
2 lb. Gift Package	\$ 4.50
1 lb. Gift Package	\$ 2.50



All prices prepaid delivered
West of Mississippi add 15c per lb.

ROOS QUALITE PECAN COMPANY P. O. Box 367 Savannah, Ga.

In their home states they may well be everyday staples.

Family Items Other than Food, Liquor

Cutlery: Carvel Hall, Case, Imperial, Manning - Bowman knife sharpeners, Parker & Sons, Wiss shears.

Appliances, kitchenware: Club Aluminum ware, Betty Crocker toasters, General Electric appliances, Duncan Hines food cutters, Lasko electric skillets, Salton Hot-rays; Ami-all can openers, Gilhoolie bottle openers.

Glassware: Anchor Hocking, Libbey, Osborne-Kemper-Thomas, Tiffany; imported Venetian; glass relish trays, unbranded.

Tableware: Castleton, Tiffany china; Royal Dutch pewter; Wendell August Forge aluminum trays, brass trays; Dansk pepper mills; Dirilyte flatware, silver flatware.

Wraps, foil: Alcoa foil; Beach Products napkins and place mats; Crystal Tissue, Dennison wraps. Nests of cardboard gift boxes won't hearty thanks at slight cost.

Specified as "standard" were: Airguide thermometers; *American Heritage* and *Reader's Digest* subscriptions; Kirk and Halvorson Christmas evergreens and trees.

Off-beat items — keenly appreciated—included:

Poultry feeders
Magnesium stepladders
Wastebaskets
Phonograph records
Barcalo reclining chairs
Fire extinguishers

"The type of gift that a person would not normally buy for himself is best liked. It doesn't have to be expensive," says Carl J. Kaufman, treasurer, R. M. Kaufman, Inc., Aurora, Ill. Among these luxuries respondents tabulated:

Items for Personal Use

Clothing: Lily Dache, Harvale neckties; Catalina swim suits; Dobbs, Stetson hats; Hathaway shirts; Ripon stretch slippers; clothes hangers; imported scarves; hosiery bags; traveling flatirons; golf and sports jackets; Irish linen handkerchiefs.

SALES MANAGEMENT

Tools: Osborne-Kemper-Thomas, Utica Drop Forge & Tool, Versa-tool.

Lighters: Ronson, Zippo.

Cigarette holders "made from our own lumber," and "special mixtures of pipe tobacco" scored heavily for two corporations.

Ranging over the entire field of merchandise, other firms report great satisfaction with:

Burgess trouble lights; Distler shavers; Prince Matchabelli perfume; Geo. B. Robins hand lotion; Rollaway bars; Semca travel clocks; plus (brand unnamed) binoculars; luggage; wallets; auto vacuum cleaners; fishing-tackle boxes; tie clasps; money clips; cuff links; orchids; wooden banks; personalized golf balls; shoeshine kits; bar accessories; hairbrushes and combs.

W. O. Chandley, Ervale Corp., Erie, Pa., says that: "Memberships in the Automobile Association of America were far and away the most appreciated gifts we have ever distributed."

Items for Office Use

Products designed for on-the-job hours continue as favorites with plenty of people. Branded as well as undesignated, they consisted of:

Pens, pencils: Cross, Parker, Scripto, Sheaffer, Waterman.

Memo pads, calendars: Robert Dale, Esquire, Nascon.

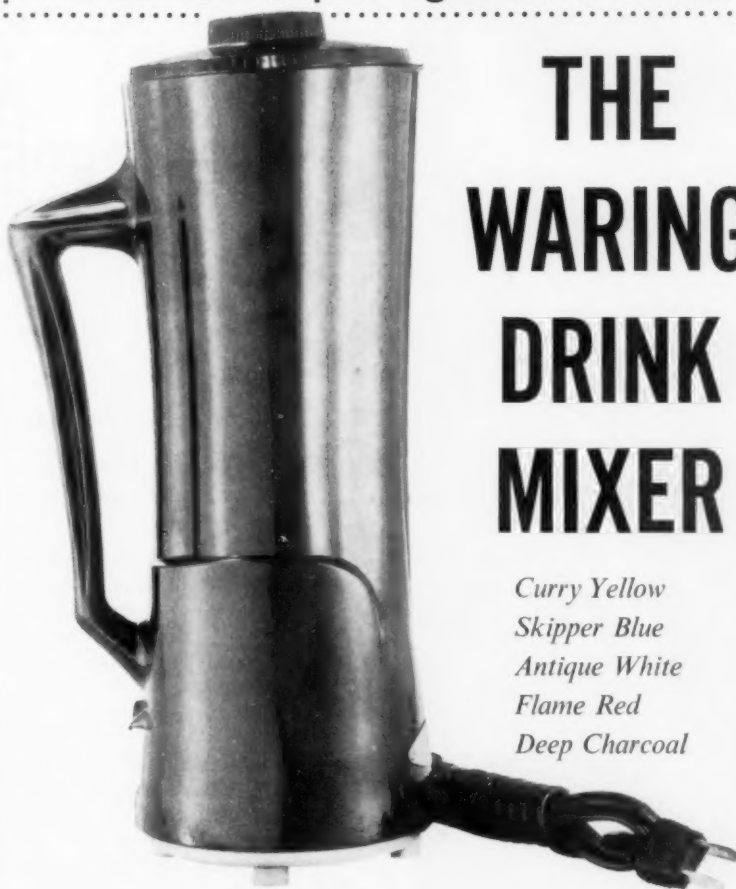
Desk equipment: Miller Advertising giant paper clips; Brown & Bigelow magnetic ashtrays; personalized ashtrays; leather, personalized blotter pads; lucite paperweights; phone and address indexes; cigarette box and desk-clock combinations; letter openers.

You will

find it quicker . . .

by using the special index at the end of the book. It covers, under the proper product classification, every item appearing in these advertisements and the editorial Gift Gallery.

The HOTTEST corporate gift item of 1958!



THE WARING DRINK MIXER

Curry Yellow
Skipper Blue
Antique White
Flame Red
Deep Charcoal

IT'S NEW: Introduced to the trade only this spring, the portable all-electric Waring Drink Mixer is just now reaching the housewares counters of leading stores in major markets. It's new in concept . . . new in style . . . new in versatility . . . new in excitement. It's positively the newest, most practical gift item in years.

IT'S EXCLUSIVE: It's the only completely portable electric mixer-server on the market. No competition. As a gift, it won't duplicate anything now owned nor previously received.

IT'S A FAMOUS BRAND—NATIONALLY ADVERTISED: Made by Waring, manufacturers of the famous Waring Blendor, it will have instantaneous recognition and acceptance. Desire-to-own is being whetted by full-color ads in *Better Homes & Gardens*, *Sports Illustrated*, *New Yorker*, *Holiday*, *Esquire*, *National Geographic*, *Sunset PLUS* the Sunday magazine sections of leading newspapers.

IT'S FINEST QUALITY: Like all Waring products, the Drink Mixer will sell itself again and again through years of trouble-free use. Made of virtually unbreakable Durez polyester. Powerful AC/DC built-in motor whirled at 15,000 rpm. Detachable cord. Washes itself. It's a gift that gets "thank you's" for years.

IT'S A MAN'S (or woman's) GIFT THE WHOLE FAMILY WILL LOVE: Designed primarily as a cocktail and drink mixer, it's grabbed by the kids for mixing sodas and malteds, and by mom for pancakes, waffles, omelettes, soups and dressings. Perfect for giving frozen orange juice an aerated "fresh" flavor. Used in living room, family room, patio and kitchen.

IT'S PRICED RIGHT FOR VOLUME GIVING: \$24.95 is the nationally advertised list price. Special quantity situations: quotations on request. (Think of it—this high-style NEW portable electric mixer-server for the price of two bottles of good liquor!)

ORDER NOW . . . FOR DELIVERY WHEN YOU WANT THEM: We expect Christmas rush orders to jam our factory this fall. We urge you to order NOW so we can guarantee delivery in the colors you want. Individually boxed. Any color mix.

To request a salesman's call, or to order your Waring Drink Mixer, one or many, call Marketing Manager in New York at BRyant 9-1082—or write

WARING PRODUCTS CORPORATION
25 West 43rd Street, New York 36, N. Y.

*A most precious
Gift....*

Platinum . . . \$550
*Palladium . . . \$250
*14 kt. Gold . . . \$100



norma®

Multicolor Pencils

From \$5.00 in Chrome and up

*All popular models
available with pen*

Appropriately boxed . . .
*Subject to 10% Fed. tax

NORMA PENCIL CORP., Norma Bldg., Dep't
F, 137 West 14th St., New York 11, N. Y.
If not available at your dealer, write for descriptive
brochure . . . Quantity rates on request.

NAME

FIRM

TITLE

ADDRESS

CITY ZONE STATE

Manufactured and guaranteed by Norma Pencil Corporation, known for quality for more than a quarter of a century. Norma West Coast Distributor: The George H. Eberhard Co., 182 Second St., San Francisco 5, 1904 Third Ave., Los Angeles 18.

Lagniappe: Good or Bad?

Lagniappe (lan-yap) [Creole from French plus Spanish]. In Louisiana a small present given to customers by tradesmen, a baker's dozen.

Thirty executives thrash out the morals and manners of remembering their patrons.

Out of 1,040 firms answering SALES MANAGEMENT's survey, 194 (18.6%) do not use business gifts.

That minority especially dislike gifts to customers. "Bribery," "too costly," "creates an obligation" are some of the charges. Further, of the thumping majority employing this form of public relations, a number are grudging givers. "We do it only because we have to."

Satisfied givers, who far outnumber the others, hold entirely different opinions.

All three groups jotted their comments on the survey questionnaires—swapping ideas with fellow executives. Some respondents preferred not to be quoted by name. Here, in condensed form, is their three-sided debate:

"We like the people with whom we do business," says C. F. Trapp, v.-p., Formsprag Co., Van Dyke, Mich. "In our opinion it is entirely ethical to express our friendly feelings with a simple, practical gift."

"True, there may be abuses of gifts. That is no reason for us to abandon our program, which we think is a healthy one. In the same way, autos should not be condemned because some drivers are road hogs or reckless fools."

Peter Robert Rentschler, secretary, Hamilton Foundry & Machine, Hamilton, Ohio, speaks out in opposition:

"Giving an item of more than a few cents value is wrong—very

wrong. Regardless of any feelings to the contrary, it puts an obligation on the recipient. Our company reputation and status is based on past and current performance for service, quality, delivery.

"Gifts with real monetary value are not necessary to cement these relationships or improve our status. In fact, it is unfortunate that many vendors find it necessary to become gift horses to stay in the running."

Recipients of gifts from H. Childs & Co., Pittsburgh, are under no constraint or embarrassment, says Harvey Childs, Jr., s.m., Iron Age Safety Shoe Div.:

"Our presents are tokens of appreciation for business received. They are kept under the \$10 level to avoid the hint of obligation."

The sales manager of a Wisconsin firm adds: "A gift in good taste is proper to friends of the company as a 'Thank you' for favors granted in the past. We do not believe it is proper to use them as bribes."

Everyone, indeed, is against bribery. No one can be found who practices it. The word, though, is frequently tossed around by opponents of all gifts. The Advertising Specialty National Assn., Washington, D.C., after thorough investigation comments:

"Anti-givers say: 'When a firm hands over a Cadillac to someone who is in a position to throw it a lot of business, this is scarcely within acceptable Christmas gift limits. It is out-and-out bribery.'

What's the ideal
business gift
at Christmas?



ZIPPO® because it will give you...

ASSURANCE that a world-famous Zippo will be well received

INSURANCE that a Zippo will *always* work, or we'll fix it free

INFLUENCE through the frequency of impression your trademark engraved on a Zippo will receive over a period of years

...any wonder Zippo has been the favorite business gift at Christmas for years?

ZIPPO MANUFACTURING COMPANY, BRADFORD, PA.
In Canada: Zippo Manufacturing Co., Canada Ltd., Niagara Falls, Ont.

SEPTEMBER 10, 1958

ZIPPO MANUFACTURING CO.

Dept. S-330 Bradford, Pa.

Please give me full information about business gift Zippo.

Name _____

Firm _____

Address _____



"Givers reply: 'Whether or not such things exist is far from clear, but the record ought to show that they are totally undocumented. None of those making such charges has yet been willing to substantiate them. Which makes the whole thing look like an effort to create guilt by implication and innuendo.'"

"If these things happen—and if they do they are extremely rare—the ultra-extravagant gift would seem to have no relation to genuine gifts. Common sense refutes the notion that anything costing thousands of dollars has the slightest relation to real business remembrances."

"Anyone bent on a bribe will find a way to offer it, at Christmas or some other time."

"All in all, this charge, while most sensational, appears to stand on the flimsiest foundation."

The vice-president of a Pennsylvania company makes the point:

"What corporate executive in his right mind will feel so indebted by an ashtray or a fruit cake as to let his business judgment be distorted?"

"And what about the buyer who

receives equal gifts from, say, a dozen firms. To which is he obligated? Or must he give preference to all?"

A Manhattan executive declares:

"Distribution of Christmas gifts doesn't get us a nickel's worth of business, or does it create any good will. It is a practice started years ago by a few salesmen with a few customers; and should be stopped as soon as possible."

No other executive-respondent joined with him in thinking of gifts as a direct bid for orders. Benefits are indirect, intangible—just as they are institutional advertising or informative publicity releases.

According to a Boston sales manager, "Gifts are in appreciation of past business relations, not with expectation of future business."

George Q. Mathews, v.-p., sales, Huck Mfg. Co., Detroit, believes "the sending of Christmas cards and remembrances is a part of our American way of life. It is one more way to say 'Thank you' to our better customers."

Thomas V. Atwater, Jr., v.-p.,

Product Development Corp., Boston, says:

"People should and will deal with us strictly on our merits and promise of performance."

"It is only where individuals do us kindnesses, and do so with no thought of compensation, that we give gifts. We pick them for aptness, uniqueness, and freedom from any idea of a pay-off."

Along this line, a Long Island, N. Y., sales manager voices an attitude common to many:

"Our effort is to select gifts that the recipient will really appreciate—of good quality although not too expensive. They are viewed in the same light as buying a customer lunch or dinner: an opportunity to show our regard for him; and an opportunity to forget business for the moment."

Several executives argue that entertainment of customers is a wiser investment than gifts, especially if the wives are included.

Yet cost of this type of wining and dining is prohibitive for many companies. For instance, a St. Louis

PRESTIGE BUILDING

for the executive and his family

the most luxurious vacuum bottle
GOLDEN JUBILEE THERMO KING®

Exclusive Golden Anodized aluminum... richly elegant, highly distinctive, ingeniously designed. It's far and away today's finest container for keeping liquids hotter or colder. Retail: \$5.50 Qt.; \$3.50 Pt.

HANDSOMELY CARTONED IN SPECIAL GOLD FOIL PRESENTATION BOX

exclusive pastels... lowest price

DESK AND BEDSIDE VACUUM PITCHER

Handsome styling in your choice of 3 popular pastel colors: *CORAL*, *TURQUOISE*, *IVORY* and *BROWN*. Keeps beverages hot or cold for hours—takes full size ice cubes—no-drip spout. FULL QUART. Retail: \$6.95

America's most wanted
OUTING KITS

Handsome water-repellent plaid cases fitted with one or two Aladdin vacuum bottles plus convenient snack box. Priced far lower than you'd expect.

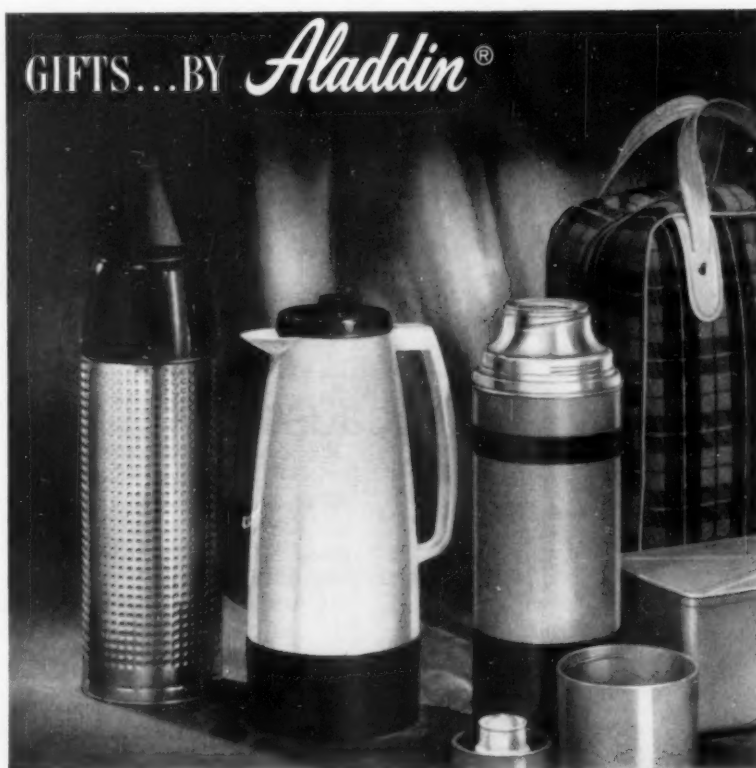
ONE BOTTLE KIT—No. K143A. Red Plaid with Economy Regular Neck Quart Vacuum Bottle, Snack Box. Retail \$5.95.

TWO BOTTLE KIT—No. K932A. Red Plaid with matching Plaid Regular Neck Quart Vacuum Bottle, Wide Mouth Vacuum Bottle, Snack Box. Retail \$12.95



many other styles available

GIFTS...BY *Aladdin®*



Through Your Distributors Everywhere or Inquire: **ALADDIN INDUSTRIES, INC., NASHVILLE, TENNESSEE**



When the quality of the gift
must be obvious...

Kensington

When your gift is opened for the first time, it speaks for you. And the best impressions are made with gifts from Kensington. Each piece from the Kensington line has that expensive look that makes your gift a real treasure. *Each piece is designed for use in the home.*

The Kensington line includes exquisitely designed pieces in lustrous, satiny Kensington metal, and choice items from the famous Wear-Ever Buffet Service. Your choice also includes new beautifully designed "umber-toned" wood pieces and the exquisite Kensington carving set.

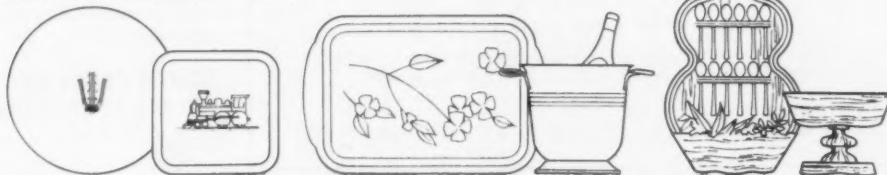
Whatever the occasion, with your choice of gifts from Kensington, you're sure to give the very best. Prices for single pieces start as low as \$2.50 and there is no luxury tax. Special prices are available on quantity orders, and many personalized pieces are offered. Send for complete information today.

Kensington



A DIVISION OF WEAR-EVER
ALUMINUM, INCORPORATED

OF NEW KENSINGTON, PENNSYLVANIA



KENSINGTON, Dept. S.
Wear-Ever Building, New Kensington, Pa.

- ☐ Have your representative call me.
☐ Send complete details.

Name _____

Address _____

City _____ Zone _____

State _____

executive says: "Company policy is against any sort of gifts. But at a rough guess we spend at least \$100,000 a year entertaining customers."

His remark prompts John Orr, of Aschner & McAuliffe, New York, to observe:

"Certain companies are hypocrites when it comes to business gifts. They solemnly declare, 'Trying to buy good will with gifts is wicked. We deplore it in our rivals, and we'd never stoop so low.' Then they go ahead and splurge for cus-

tomers and their wives — dinner, theatre, night club. The cost may shatter a \$50 or \$100 bill.

"However, that's merely 'cultivating cordial customer relations.' Sending the same customer a ham or a salad fork—they claim—would be oh-so-naughty.

"These gentlemen need a hatpin jabbed into their windbags."

How do you determine who gets what? Companies answer the question in a variety of ways.

Typical is the system of close

supervision followed at National Pneumatic Co., Inc., Boston. Explains James J. Anderson, v.-p.:

"To a limited number of top executives we have presented clocks, travel kits, etc. in the \$50-\$75 price range.

"This is done only where we had long standing personal relation that might be classed as friendships rather than business association. Also, only where the gift could not be construed as an attempt to sway business judgment.

"To a larger group we have given an inexpensive personal remembrance. Example: By ordering 500 raincoats, we got a fine product at a ridiculously low price. The gift was really liked. It cost us little in money, but it was useful and therefore valuable to the recipients."

Paul C. Roche, v.-p. & g.m., Nosco Plastics, Erie, Pa., prunes the gift list regularly, yet tries to make it gentle:

"For practical reasons we terminate our generosity when buyers no longer handle our line. We first ease this transition by reducing from our

A gift suggestion that will delight all concerned



A CIGAR
HUMIDOR
FILLED WITH
FINE CIGARS!

\$9.95

FREE

3 Gold Initials
on each humidor

THE IDEAL COMBINATION

De Luxe Cigar Humidor

10½" x 8" x 4¼". Holds 50 cigars. Lined with imported Spanish Cedar. Inside top lined with Milk Glass. Plus full length Humidifier. Regular Price \$10.00

Plus 50 Havana Palma Cigars

Made of choice tobacco. Full length Palma Size. 50 cigars tax paid to sell at 20¢ each. A true and tried brand. Regular price \$10.00

Our Special Price — Both For \$9.95 per set

(FOR ONE SET OR A THOUSAND)

In quantity shipped net F.O.B. N.Y. Shipped prepaid individually to your list @ \$1.00 each additional. We ship any quantity from one up. Orders must be in early.

John Surrey Ltd.

11 WEST 32nd ST., NEW YORK 1, N. Y.



Tops in Gifts



**RIO GRANDE VALLEY
CITRUS FRUITS**

Sweetest in Texas

Tree-ripened grapefruit or oranges — or assortment of both — rushed straight from our trees to the folks on your list. No loss of juiciness, sweetness, flavor. In box, half-box, bushel or half-bushel containers.

Oranges for as low as \$3.00 half-bushel to \$5.50 full box. Grapefruit: Ruby Red \$3.50 half-bushel to \$7.50 box; Pink \$3.25 to \$7.00; White \$2.00 to \$4.50. Assorted grapefruit and oranges, from \$3.25 half-bushel to \$6.00 box. All prices F.O.B. McAllen, Texas.

Also bushel (\$8.00), half-bushel (\$5.00) assorted grapefruit and oranges in beautiful baskets hand-woven in Old Mexico.

Citrus fruits are scarce this year. Order early to make sure your friends receive these wonderful fruits. Write for full price list and express rates.

SOUTH TEXAS PRODUCE CO.

P. O. Box 848, McAllen, Texas



SALES MANAGEMENT



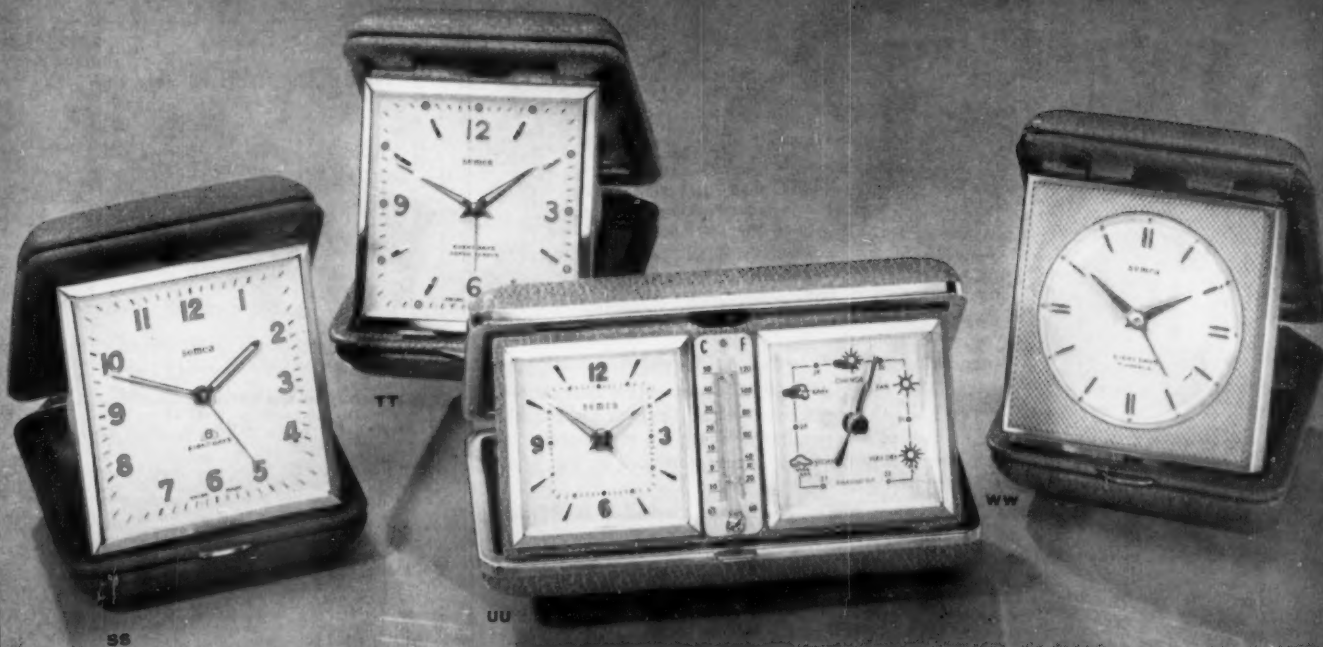
"matchless" performance



SMOKE-TIME... "Sure-Fire" appeal... that'll "light-up" the charm of the genial host or hostess. **30-HOUR DESK LIGHTER ALARM.** It's priceless for office or home. Attractive gilt case with Evans lighter unit. Raised gilt figures, hour indicators. Luminous hands, hour dots. $5 \times 3 \frac{1}{4}$ ". PW 44 Retail \$ 22.50

WINSOME-THREESOME... experience a new thrill... the time, the date, the weather... up-to-the-minute. **30-HOUR DESK ALARM WITH BAROMETER, FLIP-DATE CALENDAR.** Gilt case, adjustable tilt swivel units. Raised gilt figures, hour indicators. Luminous hands, hour dots. $7 \frac{1}{2} \times 3 \frac{1}{8}$ ". 673 Retail \$ 24.50

semca CLOCKS...Distinctively Beautiful
Business Executive Gifts. Timed To Be Most Appreciated



(SS) PACE SETTER... rely on this noteworthy time... for enjoyment beyond your expectation. **8 DAY DESK/TRAVEL ALARM.** Genuine leather case. Easy to read full luminous figures, hands. $3 \frac{1}{2} \times 3 \frac{1}{4}$ ". Specify color: pig, brown alligator, red, blue, green. 82 Retail \$ 10.95

(TT) CELEBRITY... acclaimed far and wide... preferred for smartness... for service... for reliability. **8-DAY, 7 JEWEL DESK/TRAVEL ALARM.** Rich genuine leather case, raised gilt figures, faceted hour indicators. Luminous hands, hour dots. $3 \frac{1}{2} \times 3 \frac{1}{4}$ ". Specify color: brown alligator, pig, blue, red, green. 79 Retail \$ 15.95

(UU) TIME 'N WEATHER... every day, anywhere... the ideal portable "Weather-Station". **30-HOUR DESK/TRAVEL ALARM, BAROMETER, THERMOMETER.** Compact leather case, gilt trim. Raised luminous figures, gilt indicators, luminous hands, dots. Also full luminous figure dial. $5 \times 2 \frac{1}{2}$ ". Specify color: pig, brown alligator, red, blue. 170 Retail \$ 21.50

(WW) PARK AVENUE... leader in quality... best in the "long-run"... superbly accurate. **8 DAY 15 JEWEL DESK/TRAVEL ALARM.** Sleek genuine leather case. Raised gilt hour indicators; luminous hands, hour dots. $3 \frac{1}{2} \times 3 \frac{1}{4}$ ". Specify color: pig, red, brown alligator, blue. 159 Retail \$ 22.50

'A'-level gift to the 'B' level, so the cutoff is not too abrupt."

Policing the list of recipients is the most difficult task encountered by a Cleveland manufacturer. Says he:

"Salesmen in the field tend to be generous, and want all customers added to the list. We restrict it to certain names, and particularly those where direct entertainment throughout the year is not carried on."

Names of customers are sub-

mitted to the sales manager by salesmen of a Pittsburgh firm. "Price ranges for each recipient are indicated."

"Choice of gifts is left in the salesmen's hands, as they know likes and dislikes better than we at headquarters."

In this way the amount of spending is controlled, but salesmen have leeway to a certain extent.

Somewhat similar techniques are in force at a Chicago corporation, reports its sales v.-p.:

"We tell a branch office how much money is allotted to their men. Then it is up to the individual salesmen to decide what is given and to whom. This works well, as some salesmen do not believe in gifts, and others do. The latter may use their flexible budget in any manner—a few expensive gifts, all inexpensive, etc."

One group of management men regards gift programs as a "necessary evil." (Just as certain executives dislike some types of advertising—TV or direct mail, for instance—but use them because they must.) The most frequent reason they offer for their gifts is the bugaboo "competition."

A Baltimore vice-president speaks for this school of thought:

"Would like to stop Christmas giving to customers. Nevertheless, fear that the practice has become a tradition; and unless competitors stop, the reaction would be bad."

And rivals are always alert to gain that extra slight advantage, a Detroit sales manager observes. "So we are compelled to expend a lot

A WORLD CHAMPION

BLACK MOUNTAIN CHEDDAR CHEESE



3 LB. GIFT BOX \$3.10
Includes Packing and Shipping
anywhere in the U.S.A.

You can't give a finer cheese than **BLACK MOUNTAIN** Cheddar. It was cheese like this that won this year's World Championship for cheesemaker John Rediske of Wisconsin.

Mr. Rediske's Cheddar cheese, in competition with cheese from all over the world, was judged finest in sharp, mel-

low flavor, in smooth, even texture, in superior body. These are the qualities in **BLACK MOUNTAIN** Cheddar, because only the finest cheese produced by this Wisconsin plant wears the **BLACK MOUNTAIN** label.

For gifts, aged **BLACK MOUNTAIN** comes specially wrapped, packed in an attractive holiday box. We will ship direct, with gift card enclosed. Send us your gift list and we will take care of the rest.

DOW CHEESE DIVISION (The Cudahy Packing Co.) Fond du Lac, Wisconsin
Attached is my gift list for _____ (number of) Black Mountain Cheese gift boxes,
at \$3.10. Check for _____ is enclosed.

NAME _____
FIRM _____
ADDRESS _____
CITY _____ STATE _____

TONTZ'S CALIFORNIA FRUIT PACKS



THE MAGIC IS IN THE EATING. Attractive gift cartons packed solid with the finest, natural foods obtainable. No surplus of gaudy paper. All packed fresh on order.

PACK NO. 1 Two lbs. fresh, tree-ripened, select grade Deglet noor dates grown here in Riverside County, Calif.; Two lbs. big, fancy grade, tender sweet Calimyrna figs; One lb. large, luscious 18/24 Imperial prunes; 1/4-lb. vacuum-packed can of large wild black walnut kernels.

PACK NO. 2. In attractive screw-cap, leak-proof flat can, 3 lbs. of our famous "taste-of-the wild" Purple Sage honey . . . produced nowhere else in the world except here in So. Calif. Heavy-bodied with a special flavor all its own. Non-filtered, uncooked, it retains its original bouquet. In addition, pack contains two lbs. each of natural figs and dates as described in pack one.

PRICES: Pack 1 and 2 same price: 1 pack \$6.25; 1/2 doz. packs \$6.15 ea.; 1 doz. \$6.05 ea. Will enclose your gift cards. Quantity prices on request. Quality, natural, non-processed, unsulphured fruit since 1944. Satisfaction guaranteed. Write today for our new brochure.

**TONTZ HONEY FARM
and Country Store**
Dept. M, Elsinore, Calif.

SALES MANAGEMENT

of effort selecting items that appeal to our good accounts. We can't quit."

The president of a Nashville, Tenn. company says:

"The value is that we are remembered as one of the firms that has given something, rather than being remembered as one that has slacked off. It is an expense of necessity—not one that creates any tangible results."

Such a grim, we-gotta-by-golly attitude is all wrong, a Virginia executive says:

"The only thing gained by gifts is good will. Unless the giving is done cheerfully and without strings attached, the whole purpose is defeated."

Whether or not management likes gifts, reports William H. Rice, s.m., Castleton China, New Castle, Pa., recipients do. "We tried to discontinue the practice in 1957. But dealers were so disappointed we had to keep on. Therefore we feel the practice is worth-while."

Since 1950 Castleton has presented a dinner plate, with a differ-

**GUARANTEED
FRESH FRUIT
DELIVERIES**



Naval Oranges Duncan Grapefruit

Large, tree ripe citrus fruit—all Oranges, all Grapefruit or Mixed Half & Half.

90 lb. box \$12.25
Full Bushel \$ 8.50
Half Bushel \$ 5.95

Delivered East of the
Mississippi River.

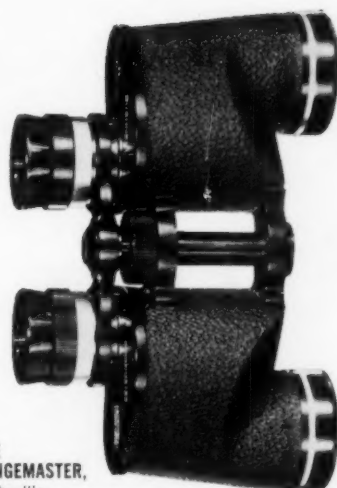
Write for Our Brochure
Containing Other Fruit
and Tropical Gifts.

**WILLIAMS-BAKER
GROVES**

RTE. 2, LARGO, FLA.

— QUANTITY DISCOUNTS —

**THE
RANGEMASTER,**
Bushnell's
incomparable
7x35mm wide angle
binocular, \$135.



TAKE A GOOD LOOK

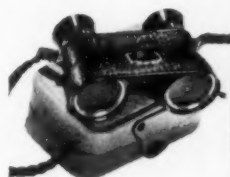
It's a tough chore choosing the right gift... one that will speak well of you, show a touch of originality and be genuinely, permanently appreciated.

Consider the case for Bushnell:

Active people use binoculars as a welcome addition to their favorite recreation. Just as important to you, Bushnell has meant preferred quality for more than a decade.

Each Bushnell Binocular includes a handsome leather case and is fully guaranteed. There's a model for every price and purpose.

May we recommend:



THE HIGH-FASHION SPORT GLASS

Just the ticket for concerts and the theater. High fashion at lowest price consistent with optical quality. 3 power, 30mm—offering an extremely wide field of view. Best bet for the sportswoman, too. Retail at... **\$14.50.**
20 Year Guarantee.

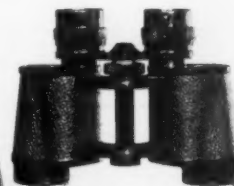


THE PALM-POCKET

Top choice for those who travel light, but powerful enough to take in major sports events. 6 power—in striking metallic. Chrome finish, individual focus... **\$19.95.**
Gold finish, center focus... **\$28.50.**
20 Year Guarantee.

THE BANNER ALL-PURPOSE

A modestly-priced full size binocular. A rugged companion for the man on the go. 6 power, 30mm—delivering a wide field of view and ideal magnification for prolonged viewing. It's fully guaranteed for 5 years and retails at... **\$34.50.**



That's part of the picture. Bushnell has 37 different models from \$9.95 to \$135. Samples sent for your approval! Drop the attached coupon in the mail and let us help you with your problem. Do it today. A complete selection of microscopes and telescopes also available. Mail coupon.

Bushnell

441 Bushnell Building
Pasadena, California

Gentlemen:

☐ Please send _____ (specify model) for my obligation-free inspection. I may be interested in _____ quantity.

☐ Please rush me further information on:
☐ Binoculars ☐ Telescopes ☐ Microscopes

Name _____

Address _____

City _____ Zone _____ State _____

In Canada write: 5766 Fraser Street, Vancouver 15, B. C.

The perfect gift
is the one she
will enjoy too!



The
TIME-ALL®
Patrician

STUNNING BLACK & GOLD DESIGN!
BEAUTIFULLY GIFT BOXED!

only **\$15.00**
other models starting at \$9.95 list.

Automatically turns lights and appliances on and off!
Time-All automatically controls fans, radios, roasters, Hi Fi, TV and other appliances. This is truly the answer to your gift problem—Time-All is distinctive, original and easy to give! We will ship in bulk or drop ship to your gift list! And Time-All is inexpensive when you take advantage of the generous quantity discount.

Specifications: 4" high, 5" wide, 2½" deep. Weight 2 lbs.
MODELS AVAILABLE: A211-S, black case, gold dial, 1650 watts, \$15.00 list with Gift Carton (Pictured above). A211, grey case, green dial, 1650 watts, \$11.95 list. A221 grey case, grey dial, 875 watts, \$9.95 list.

SPECIAL SAMPLE OFFER!
Order one non-returnable sample at 50% off list... order on your letterhead and specify which model. Offer expires December 1, 1958!

Write SPECIALTY PRODUCTS COMPANY
now to: 11 South Morgan Street • Chicago 7, Illinois

The TIME-ALL gift adds convenience... coffee's ready when you get up—thanks to Time-All.

Protection... light guards your home while you're away—discourages prowlers—police recommend Time-All!

NEW AND DISTINCTIVE GIFT IDEAS



DULWICH SNUG — Unique British-crafted briar pipe that hides itself, eliminates unsightly pocket bulge. Stem swivels inward when not in use... cool-burning oval well holds as much tobacco as conventional bowls. Finished in Natural or Rustic Black.
Nationally advertised at **\$7.50**
EACH PIPE HANDSOMELY GLOVED, BEAUTIFULLY GIFT-BOXED AND WRAPPED.
GIFT CARD ENCLOSURES IF DESIRED



WHITE HUNTER — Smart sportsman's pipe of top-graded African briar in a hard polished, temperature-tested White finish. Bowl grip is ribbed with genuine bull Rhino hide... V-cut and recessed for fingertip insulation, cool smoking.
Nationally advertised at **\$7.50**

Samples available at quantity price of **\$6.50** Other unusual models and quantity price information on request.

ERNST de KOVEN Bx. 55 Centurk Sta. Yonkers, N.Y.

ent Christmas scene each year. "Most accounts hang the plate on the wall of their offices—a constant reminder of our products through the entire year."

This long-lasting gift should be Grade A, warns a New England sales manager:

"A high-quality, durable, personal item — something anyone would be proud to have—is the most desirable. There is a pleasant subconscious association with the giver as the gift is used daily. There is also the carry-over association of our company with high standards."

The vice-president of a St. Paul, Minn., firm emphasizes the point that giving brings two-way gratification: "While it is a chore which in a way we would like to eliminate, there is a great deal of warmth and personal satisfaction in sending out our gifts."

Though his company spends \$4,000 a year on customers' gifts, an Auburn, N. Y., sales v.-p. says, "Personally I resent the racket



a gift
that is
sure to
please!



The world's finest natural cheeses from 10 different countries, chosen for this assortment by a panel of experts.

Not only a delight to the taste but a conversation occasion too.

An ample supply of each, beautifully packaged in a 15" round box.

Sensibly priced at \$15. Other gift boxes from \$5 up.

Send check, or charge to your account.

CHEESES of ALL NATIONS, Inc.
235 Fulton Street, New York 13

SALES MANAGEMENT

which Christmas giving has become in some areas."

A Milwaukee general manager supplements: "Too often it's a rat race to see who can give the fanciest or most expensive product. This we refuse to indulge in."

Spending \$5,225 last year, a Yonkers, N. Y., v.-p. replies:

"We follow a general business custom of showing appreciation to our patrons in the form of neckties, chocolates, fruit cakes, hams, and turkeys.

"Most of our customers look forward to these items, and have expressed their thanks time and again.

"Our total budget is fairly large. Yet the amount per customer is insignificant when compared with the volume of sales."

Ralph B. Thomas, executive director, Advertising Specialty National Assn., reasons:

"Giving may be a 'racket' and a 'rat race' in some instances. That's not general. If employers, employees, and customers believe giving is getting out of hand, if the practice

begins to offend or to acquire the hallmark of general bad taste—the custom will kill itself.

"But bad business practices do not widely and consistently produce steady growth.

"And the facts show that business giving has grown steadily. It still is growing."

Feel that it's Obligatory

John M. Bills, sales manager, Cadillac Products, Warren, Mich., sums up an opinion shared by a number of executives:

"All of us in sales who are responsible for public relations resent (perhaps unconsciously) the necessity of giving. The real problem is the feeling that such giving is obligatory. Plus the panic that sometimes arises when you find that you have left someone important off the list.

"On the other hand, as a salesman, and now as a sales manager, I have always wanted to remember certain people at Christmas. I

would have been most unhappy if my friends found it impossible to accept the moderate presents I gave.

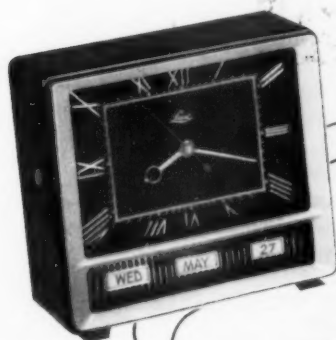
"Many of the friendships which develop between a customer and a salesman are as true and lasting as the bonds between relatives. Sometimes they are much closer and more understanding.

"Certainly to cut out giving to tried-and-true friends such as these would leave a large void at Christmas time."

George A. Renard, associate editor for purchasing economics, *Journal of Commerce*, concludes:

"If business is done by soulless corporations, as some of its critics contend, there would be no exchanging of gifts . . . no holidays.

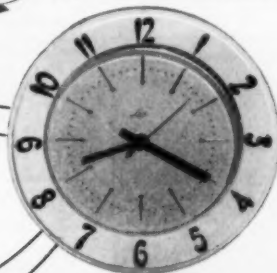
"But business is done by people who observe social and religious customs. The qualifications of a congenial social trend are frequently found in those with whom we associate in business . . . and the same customs then apply, with no strings attached."



Clocks by

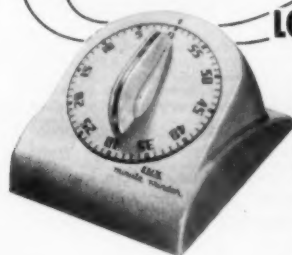
DESK CALENDAR CLOCK

The electric Desk Clock that's different . . . makes your gift a daily remembrance. Tells, at one glance, day, month and date, as well as the right time. Beautifully styled to enhance office decor. Ebony cased. Only **\$19.95**



ELECTRIC WALL CLOCK

The perfect gift for either "his" office or "her" home. Beautiful modernistic styling. In two gorgeous color choices . . . white with turquoise dial, or red and yellow with white dial. Fits the need of companies looking for an economical quantity buy. Only **\$5.95**



LONG-RING MINUTE MINDER

"MINUTE MINDER" . . . so famous it's become a household word! (and has many business uses, too) The dependable automatic timer you set and forget. Minute Minder reminds you, with a long insistent ring, when time's up. Wonderful for cooking, timing phone calls, photo developing and many other time uses. White, grey, red or pink. Only **\$5.95**

DEPARTMENT 5M

THE LUX CLOCK MFG. CO., INC.
95 JOHNSON ST., WATERBURY, CONN.

NAME.....

COMPANY.....

STREET.....

CITY.....

ZONE.....

STATE.....

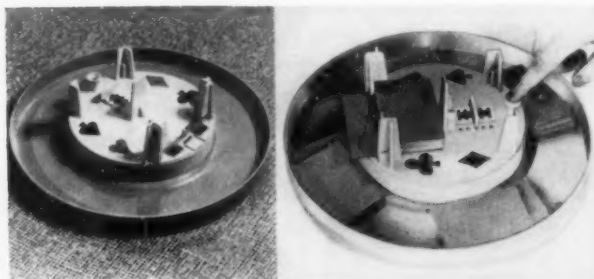
Gift Gallery / ... Moderate \$3 to \$10



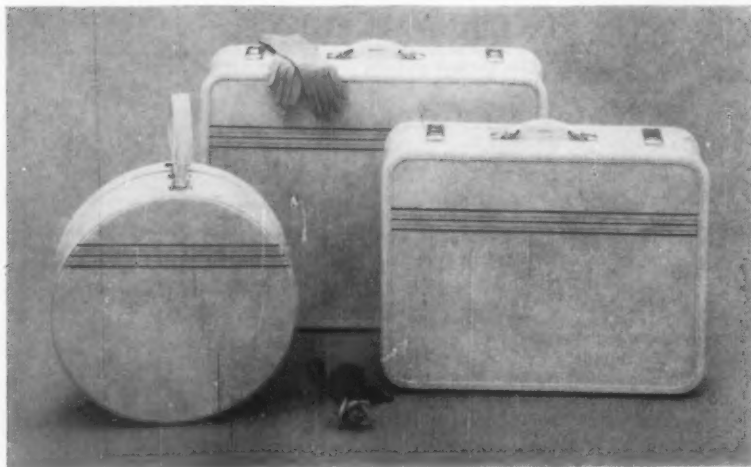
▲ 12-CUP Pyrex carafe has wide, nontip base, stay-cool handle. Star decoration is gold. For any beverage, hot or cold. But comes with radiant-glass heating tray that also may be used separately. \$9.95. Corning Glass Works, Corning, N. Y.



▲ FOLDING sports glass, 2.5x magnification, is no larger than a cigarette pack. Slips into pocket or purse. Leather-covered case with nickel-plated trim. For football games, racing, bird-watching, theatre, etc. \$3.20 each in lots of 12 or more. Burns Mfg. Co., 1208 E. Water St., Syracuse, N. Y.



▲ CARD-O-MATIC shuffles and deals two to six hands for canasta, bridge, poker, pinocchio. Will handle up to three decks. Sturdy, lightweight; mocha and beige colors. Gift boxed. \$9.65. Wirth Brothers Co., 880 Bergen Ave., Jersey City, N. J.



◀ STRIPES give luxury look to ladies luggage. Pushbutton locks; scuffproof covering; handsome linings; light weight. In white, blue, saddle tan; 12 different sizes. \$10.55 up. Amelia Earhart Luggage, 408 Market St., Newark 5, N. J.

NOW YOU CAN SEND LIQUOR AS A GIFT!



from coast to coast...

Wherever you may be in America, you can now send "A TOAST FROM YOUR TOWN"....

...every happy event calls for good spirits...for birthdays, weddings, anniversaries, or just good "fellowship"—the answer is All-Year Liquor Gifts.

ALL-YEAR GIFT COSTS INCLUDE PAYMENT TO RETAILER, HANDLING & SERVICE CHARGES AND LOCAL SALES TAXES

GRACIOUS GIVING MADE EASY FOR YOU!

All liquor is 5th size bottle unless marked otherwise

CHOICE GIFT ASSORTMENTS

look for this sign...



it's so simple

1. Make your Liquor Gift Selection from printed list.
2. Fill in attached order form.
3. Print your Name and Address on the order form.
4. Return order form with check enclosed for prompt delivery.

free:

Write today for your copy of "Toast of the Month". Learn the secret of "Usquebaugh".

I. W. HARPER BOND	\$ 8.92
ANCIENT AGE BOURBON	7.18
SCHENLEY RESERVE	7.08
IMPORTED OFC CANADIAN Schenley	8.64
TEACHER'S HIGHLAND CREAM Scotch	8.74
HENNESSY COGNAC, THREE STAR	9.77
MOET & CHANDON CHAMPAGNE White Seal — Brut (26 oz.)	8.17
DON Q RUM, WHITE or GOLD	6.88
CHARTREUSE LIQUEUR Yellow	10.85
SCHENLEY GOLDEN AGE GIN	6.68
CHERRY HEERING (24 oz.)	11.18
SAMOVAR VODKA, 80 Proof	6.64
SOUTHERN COMFORT 100 Proof	8.66

GIFT No. I . . . \$32.75

Teacher's Highland Cream Scotch
Ancient Age Ky. Str. Bourbon, 6 yrs.
Moët & Chandon Champagne White Seal - Brut
Southern Comfort, 100 Proof

GIFT No. J . . . \$32.25

I. W. Harper Bottled-in-Bond
Hennessy Cognac, Three Star
Don Q Rum, White or Gold
Schenley Golden Age Gin

GIFT No. K . . . \$37.33

Southern Comfort, 100 Proof
Cherry Heering Liqueur
Chartreuse Liqueur, Yellow
Samovar Vodka

GIFT No. L . . . \$33.76

Imported OFC Canadian Schenley
Hennessy Cognac, Three Star
Moët & Chandon Champagne White Seal - Brut
Ancient Age Ky. Str. Bourbon

GIFT No. M . . . \$29.38

Don Q Rum, White or Gold
Schenley Reserve
Teacher's Highland Cream Scotch
Schenley Golden Age Gin

SEND A CASE OF WINE or BEER ... TO A FRIEND FAR AWAY

Ruffino Chianti, Red or White, 12 Qt. Btls. \$33.33
Pabst Blue Ribbon Beer, 24/12 oz. cans \$ 7.44

We deliver ANY well-known brand from Coast-to-Coast. Write today for our complete list of famous brands and prices.

All prices complete . . . Prices include all delivery charges in the United States. If gift is for next day delivery, add \$2.50 to total price for telegraph service.

Liquor retailers are invited to write us for membership information

PURCHASE ORDERS FROM RATED INDUSTRIAL CONCERNS HONORED

NATIONAL CLUB CREDIT CARD HOLDERS . . . Write for folder listing States where liquor credit purchases are allowed. For tax purposes, we return a proof of delivery receipt.

Diners' Club orders honored

ALL-YEAR LIQUOR GIFTS
MAY BE SENT TO THE
FOLLOWING STATES:

ARIZONA • ARKANSAS
CALIFORNIA • COLORADO • CONNECTICUT
DAKOTAS • DELAWARE • FLORIDA • GEORGIA
HAWAII • ILLINOIS • INDIANA • IOWA • KANSAS
KENTUCKY • LOUISIANA • MAINE • MARYLAND
MASSACHUSETTS • MICHIGAN • MINNESOTA
MISSOURI • MONTANA • NEBRASKA • NEW YORK
NEW JERSEY • NEW MEXICO • NEVADA
OREGON • PENNSYLVANIA • RHODE ISLAND
TENNESSEE • TEXAS • VERMONT
WASHINGTON, D.C. • WEST VIRGINIA
WISCONSIN • WYOMING

MAIL NOW TO: ALL-YEAR LIQUOR GIFTS • 6066 SUNSET BOULEVARD • HOLLYWOOD 28, CALIFORNIA

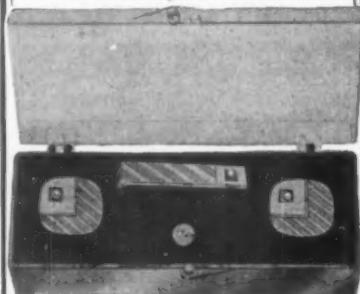
YOUR NAME		COMPANY NAME	
ADDRESS	CITY	ZONE	STATE
CHECK OR MONEY ORDER ENCLOSED FOR \$			
Make All Checks Payable to All-Year Liquor Gifts, Los Angeles.			
Do NOT Send Cash Through The Mail.			
Type Message Here . . . Including Special Instructions or Special Occasion Mention And if more than one order and Message is sent, attach a separate sheet.			
SEND TO			
ADDRESS			
CITY ZONE STATE			
DELIVERY DATE			
QUANTITY	BRAND	BOTTLE PRICE	
GIFT # PRICE			
GIFT # PRICE			
TOTAL			

Allow 5 days for maximum delivery time.

*Pearl Gifts

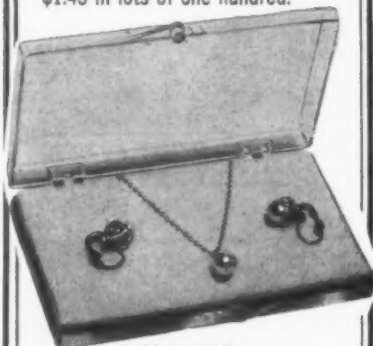
high in quality...
unbelievably low in cost!

*Simulated.



FOR GENTLEMEN

The new "Star Quality" Gift Set containing matching Cuff Links, Tie Clasp and Tie Tac. Each piece features a Pearl set against a gleaming 14Kt gold plated background. Each set is individually boxed in reusable plastic presentation gift box with clear acetate cover. Price \$1.45 in lots of one hundred.



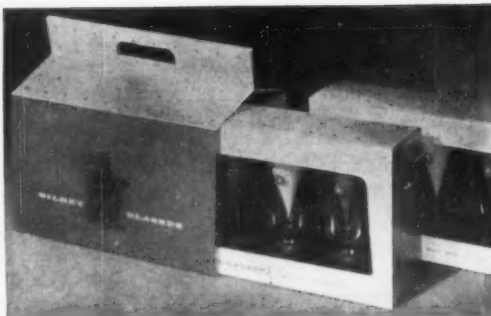
FOR LADIES

Beautiful new "Star Quality" Gift Set consisting of Pendant Pearl Necklace and Pearl Earrings set against 14Kt gold plated background. Each set individually boxed in handsome reusable plastic gift box with clear acetate cover. Price \$1.45 in lots of one hundred.

If desired, Back of Gift Boxes may be imprinted with your Company Name, Trademark or Advertising Message at no additional cost. For samples, colorful literature and special quantity prices on these and other unusual "Star Quality" Gift Sets... Write Today!

ALLEN FIELD CO.

346 West 36th Street
New York 18.

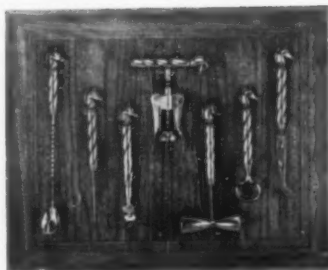


◀ **CRYSTAL GLASSES**, hand-made in Sweden, were developed from sampling glasses used by tasters in cellars of Gilbey's, London distillers. Shapes: sherry, cocktail, brandy, wine, goblet, on-the-rocks. Set of six, \$6. Gilbey-glasses, Ltd., 56 Beaver St., New York, N. Y.

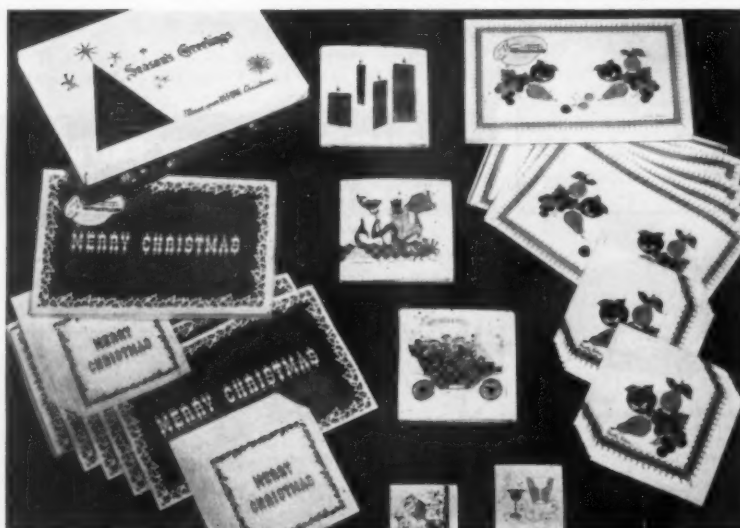
Gift
Gallery



▲ **PERFUME SUSAN**, gold-galleried mirror tray, spins to her favorite scent without scratching dresser. In 8" diameter, \$6.40; 12" diameter, \$10.40. (Bottles not included.) RMS Interiors, 11146 S. Michigan Ave., Chicago 28, Ill.



◀ **HORSEHEAD** bar tools are chrome finished, solid brass "rope" handles. Mixing spoon, \$6; ice pick, \$6; beer can opener, \$8.50; corkscrew, \$11; double jigger, \$11; bottle opener, \$8.50; cheese and bar knife, \$6.50. Hanging wood frame, 21" x 17", to hold these tools is \$15. Maxwell-Phillip Co., 225 Fifth Ave., N. Y. C. 10.

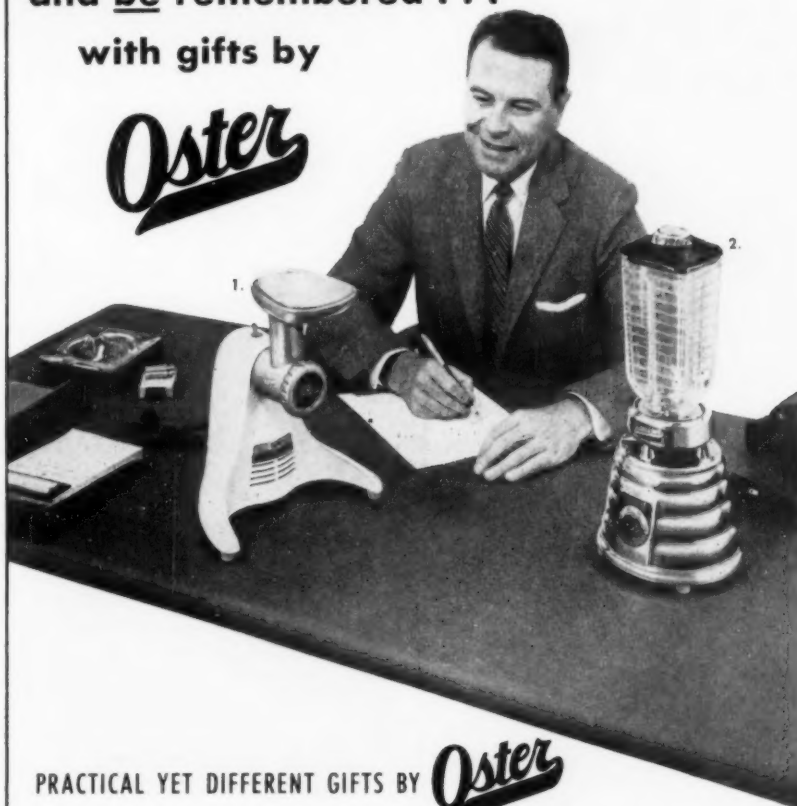


▲ **MERRY** paper napkins and place mats for Christmas and everyday use. Napkins are of both large and small sizes. In ready-to-ship gift boxes. \$5. Beach Products, Inc., 2001 Fulford St., Kalamazoo, Mich.

SALES MANAGEMENT

This year remember . . .
and be remembered . . .
with gifts by

Oster



PRACTICAL YET DIFFERENT GIFTS BY

Oster



1. **ELECTRIC MEAT GRINDER** . . . Chops and grinds all foods without bruising or crushing. No clamping down, no vibration. \$49.95. Ice crusher attachment, \$12.95. Can opener attachment, \$9.95.
2. **OSTERIZER** . . . The original blender. For quick drink mixing and easy preparation of many delightful, different foods. \$29.95 to \$54.95. Icer attachment, \$16.95. Juicer attachment, \$39.95.
3. **DELUXE KNIFE AND SCISSORS SHARPENER** . . . Exclusive two-wheel sharpening, guaranteed not to scratch or mar the finest cutlery. Mounts on wall or can be used on table. \$19.95.
4. **3-SPEED PORTABLE MIXER** . . . Light and perfectly balanced, yet powerful enough to bore through steel. Rubber bowl rest and guard, snap-out beater ejector. \$19.95 and \$20.95.

5. **NEW! FOLDING HAIR DRYER** . . . Complete with hood and travel case. Dryer folds quickly into handsome travel case. Vinyl hair-drying hood included. \$24.95.
6. **NEW! DELUXE 4-WAY ELECTRIC MASSAGE PILLOW** . . . 4 massage actions for luxurious relaxation. Exclusive soft Vinyl cover, no washing. \$19.95.
7. **MASSAGETT** . . . Designed with a lady in mind. Gentle massage action ideal for facials and scalp treatments as well as general body massage. \$19.95.
8. **DELUXE CUMMINS WORKSHOP** . . . Over 35 pieces to help turn chores into fun. Cummins Deluxe PERMALIGN drill. 4" portable saw attachment. Packed in deluxe "Organizer" case. \$39.95.
9. **STIM-U-LAX, Jr.** . . . soothing, relaxing Swedish massage action. Light weight, yet powerful. Multiplies the benefits of massage. Standard home model. \$29.95.

OSTER QUALITY IS A THOUGHTFUL WAY TO SAY "MERRY CHRISTMAS"

CUSTOM CRAFTED BY



John Oster

Manufacturing Co.
Dept. L8, 5073 N. Lydell Ave.
Milwaukee 17, Wisconsin

Please send me more information on _____ (Product) listed in your Christmas gift advertisement.

Name _____
Company _____
Title _____
Address _____
City _____ State _____

Puts "Festive Spirit"
Back into Christmas

Solar GARDEN TORCH



A "Year-Round" Gift to Delight the Entire Family

Imagine the thrill of welcoming Yuletide guest with actual torches set up at the walk or entrance to a man's palace—his home! These attention-compelling torches burn with a bright, amber flame that almost seem to say "Welcome—and Merry Xmas to you all!"

Of course, they will also be appreciated for their usefulness and truly charming effect all thru the winter days—veritable beacons of light and warmth.

In the summertime, they're indispensable for all outdoor living—adding romance to the outdoors just as flickering candles do to a table setting. AND, they repel and kill mosquitos and other annoying insects.



Partial List
of Uses—
BARBECUE—PATIO
—LAWN — DRIVE-
WAY — TERRACE
—WALK — POOL—
PICNICS — COOK-
OUTS — CAMPING
— BEACH PARTIES
— NIGHT FISHING
— DECORATIVE
CHRISTMAS SET-
TINGS

GLEAMING GOLD HEAD — JET BLACK SECTIONAL POLE

Head is made of heavy spun aluminum, complete with wick, wick holder and snuffing cap. Each torch has a 6 ft. black sectional steel pole with pointed end.

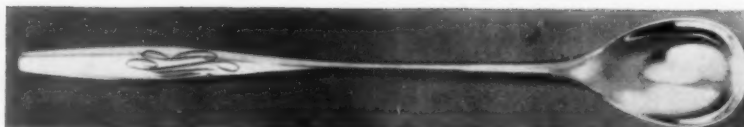
TWO STYLES AVAILABLE —

1. Gold anodized aluminum head and black pole.
2. Silver colored spun aluminum head and black pole. Gift packed one, two or three in a compact parcel post remailer only 7" x 7" x 18".

Priced from \$4.50 to \$18.25

At your local advertising specialty distributor or descriptive literature available from—

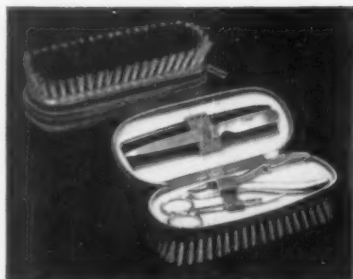
Masters Manufacturing Co.
40 East 40th St., New York 16, N. Y.



▲ **BLENDING** spoon for amateur bartenders has recipient's initials engraved. Of sterling silver; 7¾" long. With two or three initials, \$6.75. Samuel Kirk & Son, Inc., Kirk Ave. & 25th St., Baltimore 18, Md.



▲ **SILVER JIGGER** holds 1 oz. in one end, ½ oz. in the other. It stands 3½ in. high; packed in red flannel bag. Mixing guide is included. Of sterling silver. \$6.50. The Gorham Co., 111 N. Wabash Ave., Chicago, Ill.



▲ **ZIPPERED** clothes brush opens to nail nippers, scissors, nail file, comb. Brown cowhide; sturdy bristles. Useful at home or traveling. \$6.95 plus tax. Claus Cutlery Co., Fremont, Ohio.

▼ **CASSEROLE** bakes beans, cooks hash, stews, soups, chili, etc. on table or patio. Of Hall vitrified china; 2½ qt. capacity. Chrome-plated AC-DC heating unit may be used separately as a warming plate. Pot is easily cleaned in water. Casserole-pot only, \$9.45; with four matching servers, as shown, \$14.95. Regal Ware, Inc., Kewaskum, Wis.







NEW WEBER BAR-B-Q KETTLES

cook up "good will" for you year after year!

Here's one gift that will stand out and can be used indoors or out the year 'round. Their whole family will enjoy this new *flameless* way of cooking. Cover and dampers control reflected heat to seal in *all* natural juices. Easiest to use—no spits or gravel to fuss with—more time to entertain. Cooks a large turkey or roast without turning. Weather-proof porcelain enamel.

9 models, \$12.95 to \$175.95 list—
—generous quantity discounts.

SEND FOR FREE CATALOG

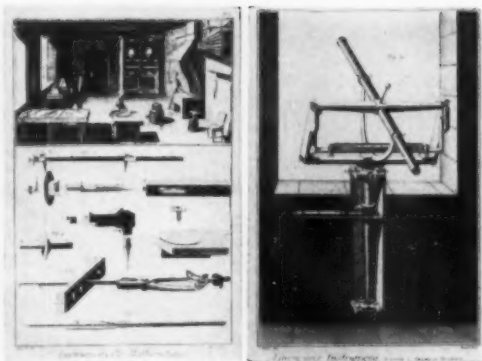
Weber Brothers Metal Works
110 N. Jefferson St., Chicago 6

- ☐ Send free full-color catalog.
☐ Have representative call.

Name _____

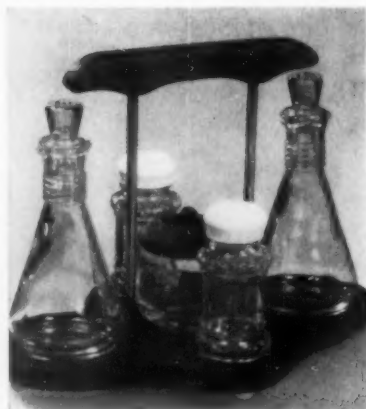
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City _____ Zone _____ State _____

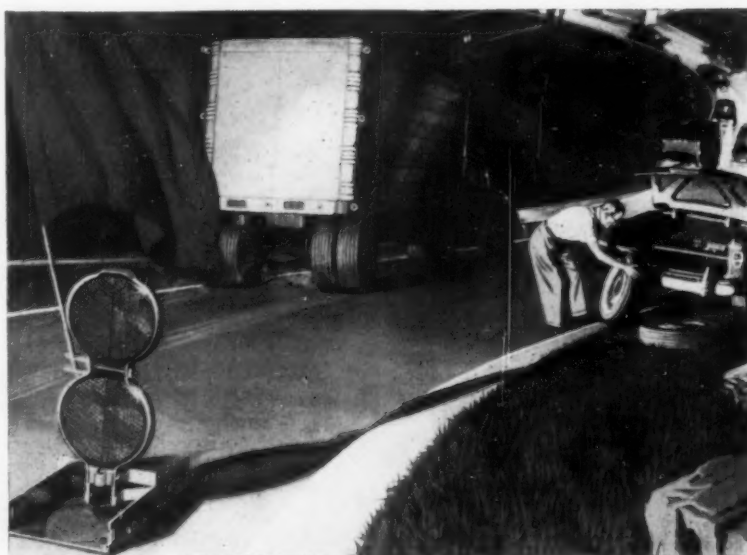


Gift
Gallery

► **SEASONINGS** for dinner table or barbecue are conveniently grouped here. Two crystal cruet bottles; salt-&-pepper with dampproof caps; covered relish jar with glass spoon. On solid walnut handmade base, brass and walnut carrying handle. Size: 10" x 7" x 8" high. \$6. Jaxton, Glens Falls, N. Y.



◀ **DECORATIVE TILES** reproduce rare illustrations from the famous 18th Century French encyclopedia compiled by Diderot. Tiles here are from the series on mathematical and astronomical instruments. Others depict mechanical devices, principles of perspective, etc. In black, white, gray; 9" x 14"; fitted with wall hanger. Gift boxed, \$7 each. Hallmark Accessories, 1160 Broadway, Brooklyn 21, N. Y.



▲ **REFLECTOR** lenses of Vari-Flare warn at night, red flag by day. No batteries or fuel, always ready for use; will not blow over. Folds compactly to go in glove compartment, is set up in seconds. Sturdy construction, nothing to wear out. Single flare, \$3.75; two for maximum protection, \$7.60. Vari-Products Co., 2450 S. Prairie Ave., Chicago 16, Ill.

Now it's so easy
to be ever
so thoughtful!

These famous imports delivered as a gift from coast-to-coast

Three superb brands—each accepted the world over as best of its kind—each bearing a label that labels *you* a business man of good taste. Take care of your entire

business gift problem in one handsome gesture—by having any one or all of them delivered to each name on your gift list! Send coupon below for full information.



SOLE U. S. DISTRIBUTORS, SCHIEFFELIN & COMPANY, NEW YORK



TEACHER'S HIGHLAND CREAM SCOTCH WHISKY

86 Proof
Blended Scotch Whisky

In a class by itself since 1830. It's the Scotch you know is always right because the good taste of Teacher's never changes.



HENNESSY COGNAC

84 Proof

HENNESSY Supremacy is unmistakable—Americans choose it over all other Cognacs combined. Hennessy maintains its unmatched character by drawing on aged Cognac stocks unrivalled in size as well as variety.



MOET CHAMPAGNE

The truly great Champagne of France—from the fabulous, 15 mile cellars of Maison Moët & Chandon in Epernay. An outstanding and memorable gift that will be long remembered.



NOW ONE ORDER SENDS THESE GIFTS COAST-TO-COAST IN A HURRY!

Make your gift shopping *easy*. Send the coupon for order form, price list and full information about this convenient, new service. All gifts delivered gift-wrapped with your card enclosed. Do your Holiday shopping *early*.

Send coupon today!

All Year Liquor Gifts

Dept. 3C
6066 Sunset Blvd.
Hollywood 28, California

Please rush me your order form giving delivered prices and gift delivery information for Teacher's Scotch, Hennessy Cognac or Moët Champagne.

NAME.....

FIRM.....

ADDRESS.....

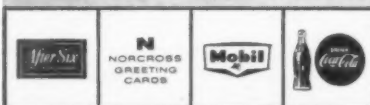
CITY.....ZONE.....STATE.....

**Lets
you know
when the fuel
is low!**



**CLEARLY
a gift
that builds
business!**

The new Scripto VU-LIGHTER is the perfect prestige gift for your customers and prospects. Lightweight; beautifully trimmed in chrome. Your choice of colors. So inexpensive—especially in quantities of 25 or more. Unconditionally guaranteed!



YOUR TRADEMARK, or a miniature of your product, will be inserted in the transparent VU-LIGHTER fuel reservoir.

Scripto
WINDGUARD
VU-LIGHTER

For name of your local distributor write:
Scripto Company, a Division of Scripto, Inc.,
Box 4996, Atlanta, Georgia

**Gift
Gallery**



▲ **MUSHROOM STOOLS** are of woven willow with wooden legs. Useful as seats, tables, footstools. Small size, 12" x 11", is \$2.98; large, 17" x 16", is \$4.98. Mrs. Dorothy Damar, 798 Damar Bldg., Elizabeth, N. J.

▲ **SPORT VEST**, all wool, has brown body with snap pockets. Sleeves are red and black check. Back is 2" longer than regular vest. Warm but light weight. Sizes from 36 to 50. Price: \$9.35. L. L. Bean, Inc., Freeport, Me.

► **BITE-SIZE** fruitcakes and rum sauce are packaged in tins with your company name or message. Regular fruitcakes, too, come in the same type of tins. Cakes are both light and dark, 84% fruit and nuts. \$1.99 to \$8.95. Mrs. Carver's Kitchen, 8017 Norvic St., Houston 29, Tex.



SALES MANAGEMENT

Set No. 1905—\$14.95



AMITY

**for pleasing leather gifts
that say "Merry Christmas"**



Set No. 1904—\$12.95

All Amity products are of carefully selected beautifully styled leather...and there are over 1,000 items from which to choose.

The wide variety and price range make an appropriate selection easy and pleasant.

For our *Free Catalog*, mail the coupon below on your letterhead. There's no obligation...or at your request, an Amity representative will call on you. If you are an industrial and qualify for minimum quantities, you can purchase direct from Amity.

Quantity Prices Available For Business Purposes

Send for FREE Catalog

Amity Leather Products Co.
Premium Division
West Bend, Wisconsin
Please let me see your complete line of Amity Christmas gifts — and quantity prices.

Name _____
Company _____
Address _____
City _____ Zone _____ State _____



Set No. 1901—\$9.95

AMITY LEATHER PRODUCTS CO., West Bend, Wisconsin

GOOD GROOMING
makes a fine
Christmas Gift



PRICED FOR ANY BUDGET



#662 . . . Sug. Ret. **2 50**

Brown plastic snap closing case. Contains cuticle scissors, tweezers, nail clip and gold-plated folding file.



#663 . . . Sug. Ret. **6 95**

Brown cowhide with zipper top. Contains nail nipper, cuticle scissors, nail file and comb. Perfect for home or travel.



#665 . . . Sug. Ret. **14 95**

Professional type implements . . . cuticle and nail scissors, toenail nippers, file, tweezers, pearl handle cuticle knives and pushers. Zippered top grain leather case in ivory, with red suedine lining.

Write Dept. CG for complete catalog and gift ideas.

CLAUSS CUTLERY • FREMONT, OHIO



▲ **STATELY** candles, 7" tall, 2" diameter, are hand decorated. Three designs in white, green, red, gold. With solid brass candleholders, \$8.95 each. Candles of the Month Club, Box 6552, Houston 5, Tex.

Gift
Gallery

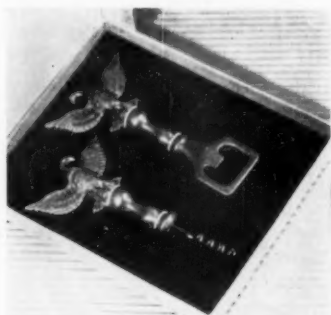


▲ **HOT DRINKS** for two are supplied by Jiffy Kitch. Immersion coil heating element heats coffee, tea, soup, etc. Plastic mugs, spoons, containers fit into waterproof zipper case. For standard electric outlet, \$5; for plug into car battery, \$7.50. Chas-Mar Products, 210 W. Third St., Plainfield, N. J.



◀ **HATBOX** in miniature has space for feminine jewelry and other keepsakes. Lift-out tray adds to its roominess. Size: 5" deep x 6-7/16" diameter. Gold tassel; in gold Florentine pattern or gay Fiesta print. \$3.95. Farrington Mfg. Co., Industrial Center, Needham Heights 94, Mass.

▼ **EAGLE** bottle opener and corkscrew are in antique design. Rugged, solid brass, highly polished; 5½" long. Gift boxed. \$5.95 the pair. King's Forge, Dept. S-1, 580 Hathaway Road, New Bedford, Mass.



▲ **POLISHED** wood cheese server has center bowl for dips or juicy appetizers. It comes packed with imported herring tid-bits, sharp Cheddar, Edam, brick, Bel Paese, and links of sharp, port wine, garlic, and hickory-smoked cheeses. \$7.50; varying prices for other assortments. Kaukauna Dairy Co., Kaukauna, Wis.



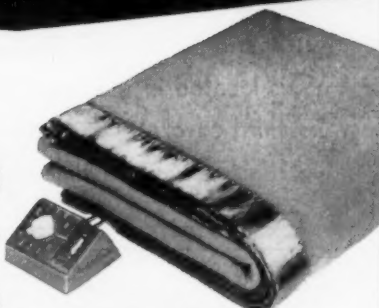
▲ **BROWSER** holds 100 long-play albums. Adjustable rubber stops keep records firm, permit full front view of each. Heavy-duty wrought iron; 19" x 14" x 21" deep; vinyl tipped legs. \$8.95. Leslie Creations, Lafayette Hill, Pa.

SEPTEMBER 10, 1958

Attractively Priced Premiums
That Build Good Will ... Suit Every Budget!

Northern *deluxe* Electric Blankets

The finest electric blanket on the market today and suitable for giving to the most discriminating customer or friend. Made with luxurious, expensive Acrilan. Nylon binding guaranteed to outlast blanket. True automatic temperature control. Fully guaranteed.



Deluxe Throughout

• Never before such soft depth of fabric or purity of color • Washes beautifully—resists fading, shrinking, matting • Stain-resistant, moth and mildew proof • Choice of colors plus white and flowered design

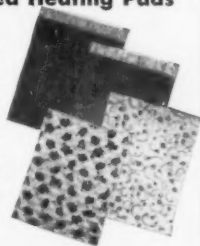
Budget-Priced Blankets

Medium and economy grade blankets are available where price is important. Your choice of colors in twin bed or double bed size ... single or dual controls.



Northern Deluxe Quality, Or Budget-Priced Heating Pads

All of the 5 electric heating pads in the Northern line make wonderful gifts. Budget-priced pads also available in a wide range of styles. All pads gift-packaged.



Northern Electric Socks

A truly unique gift for sportsmen or for sufferers from cold feet. Fine for hunters, skiers, ice fishermen, football fans ... and for postmen, deliverymen, the aged or others exposed to winter cold.



Northern Electric Sheets

The ideal lightweight bed covering for home or travel. Plug into any 110 v. socket. Find out about them before you buy.



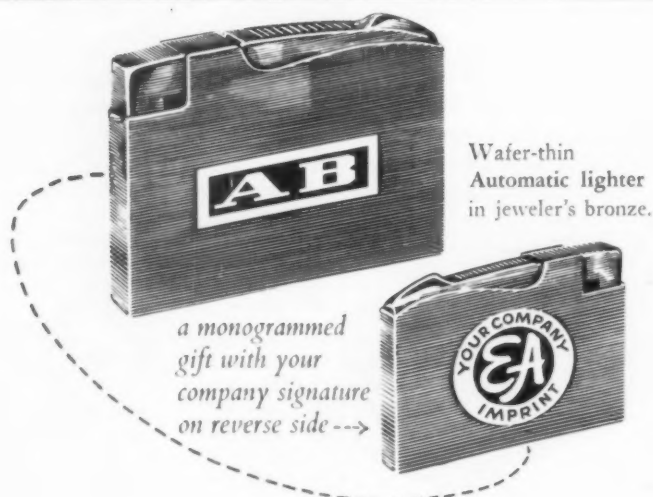
Northern Electric Co., 5224 N. Kedzie Ave., Chicago 25, Illinois

SPECIAL INDEX OF GIFT SUGGESTIONS

appears at the back of the book, between page 232 and the inside back cover. It includes every item featured in the Gift Gallery and advertisements of this issue.

FOR YOUR EXTRA CONVENIENCE . . .

A special pull-out index cataloging all the items appearing in the Gift Gallery and the advertisements is located in this issue between page 231 and the third cover. It covers a world of practical gifts and should save you time and worry.



Wafer-thin
Automatic lighter
in jeweler's bronze.

Executive Gifts

A famous name jewelry gift—the revolutionary new Elgin American "400" lighter (retail value \$9.95)—ready for your *special names* gift list with savings up to 50% on volume requirements. Thin as a book of matches, and made of jewelers' bronze in a glowing gold-tone finish, with a complete assortment of initials which can be easily inserted by your staff at the point of presentation! See your jeweler or write directly to our Industrial Sales Division:

ELGIN AMERICAN
ELGIN, ILLINOIS *Inc.*

Elgin American Inc.,
853 Dundee Ave., Elgin, Ill.

Please send me an Elgin
American lighter sample with
my initials,
I enclose \$2.00 to cover cost
of handling.

NAME

POSITION

COMPANY

ADDRESS

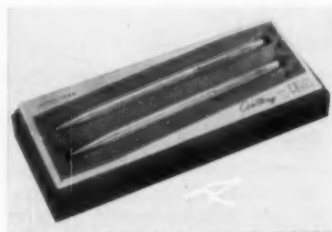
THIS OFFER IS LIMITED TO ONE SAMPLE: PLEASE ATTACH COUPON TO COMPANY LETTERHEAD.

SPECIAL SAMPLE OFFER

**Gift
Gallery**



▲ **WHAT'S AHEAD** in the weather is forecast by ship's wheel barometer. Highly finished mahogany case, brass spokes; accurate, precision movement. \$6.95. Tel-Tru Mfg. Co., 408 St. Paul St., Rochester 3, N. Y.



▲ **EMBLEM** or trade-mark may be mounted on the clip of these pens and pencils. Side panel may be engraved with company or recipient's name. Guaranteed against mechanical failure. In chrome finish, \$7.50; 12 k. gold filled, \$12. A. T. Cross Co., 53 Warren St., Providence 7, R. I.

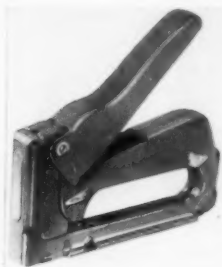


▲ **HORN OF PLENTY** contains Chinese lichee nuts, cookies with a fortune-teller's predictions inside, and other Oriental sweets. Reusable wicker horn is hand-woven; 12" long. \$3.50. Lotus Co., 430 Pacific Ave., San Francisco 11, Calif.

SALES MANAGEMENT



▲ **ACCORDION** construction of Dopp Kit travel kit expands and contracts to fit the number of toiletries packed inside. Waterproof lining. In top-grain leathers, choice of colors, and three sizes. Prices: \$5.95 to \$12.95. Charles Doppelt & Co., 2024 S. Wabash Ave., Chicago,



▲ **PILE-DRIVER** action fastens staples deeply in wood, plastic, plaster. Uses: woodworking, upholstery, insulating, screening, and other home tacking jobs. Built-in staple extractor; rustproof steel in green, gray, red. \$4.95. Swingline, Inc., 32-00 Skillman Ave., Long Island City 1, N. Y.



▲ **HUMIDOR** lined with Spanish cedar has milk glass topline, full-length humidifier, walnut finish. Recipient's initials on top if desired. Filled with 50 Havana Palma cigars. Complete, \$9.95. John Surrey, Ltd., 11 W. 32nd St., New York 1, N. Y.

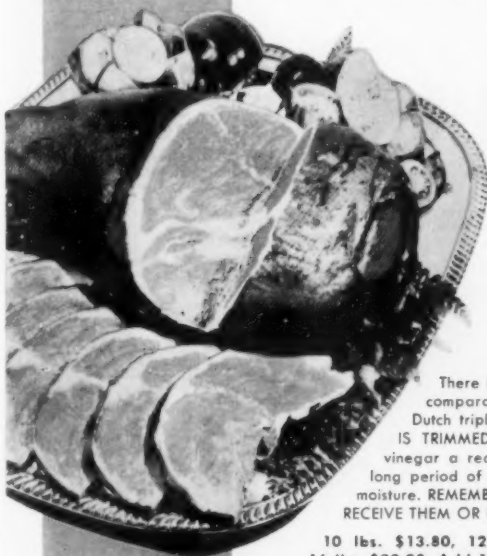
SEPTEMBER 10, 1958



FOR OFFICE PERSONNEL... BUSINESS ASSOCIATES... PERSONAL FRIENDS

A store house of foods that lead to better living from...

THE GREAT VALLEY MILLS



PENNSYLVANIA DUTCH HAM GIFT NO. 820

There is no domestic ham that has flavor comparable to our famous Pennsylvania Dutch triple-smoked ham. ALL SURPLUS FAT IS TRIMMED AWAY to give the spices and vinegar a real chance to penetrate during the long period of cure. They are not weighted with moisture. REMEMBER YOU CAN EAT THEM AS YOU RECEIVE THEM OR OVEN HEAT THEM.

10 lbs. \$13.80, 12 lbs. \$16.56, 14 lbs. \$19.32, 16 lbs. \$22.08. Add 10% W. of Miss.



FARMER'S BREAKFAST GIFT NO. 834—Three pound slab of triple-smoked Pennsylvania Dutch bacon, one pound farm made country sausage, one tin of pure Vermont maple syrup, three packages of assorted stone-ground pancake and waffle mixes, one jar of preserves.

\$10.45 delivered—Add 10% W. of Miss.



SPECIAL BREAKFAST GIFT NO. 823—Who wouldn't enjoy an early breakfast with Buckwheat pancakes, 2 lbs. Hickory and apple wood smoked country bacon, 1 pt. Pure Vermont maple syrup, 1 bag stone-ground buckwheat ready mix.

Wheat or rice flour ready mix may be substituted.

\$4.95 delivered—Add 10% W. of Miss.



FREE: Send for Christmas Catalog with more than 70 gift suggestions and delicious Pennsylvania Dutch foods.

INQUIRIES INVITED ON BULK SHIPMENTS

WRITE TO DEPT. 5
THE GREAT VALLEY MILLS... KELLERS CHURCH, BUCKS COUNTY, PENNA.

- ☐ Pennsylvania Dutch Ham _____
☐ Farmer's Breakfast _____
☐ Special Breakfast _____
☐ Christmas Catalog _____

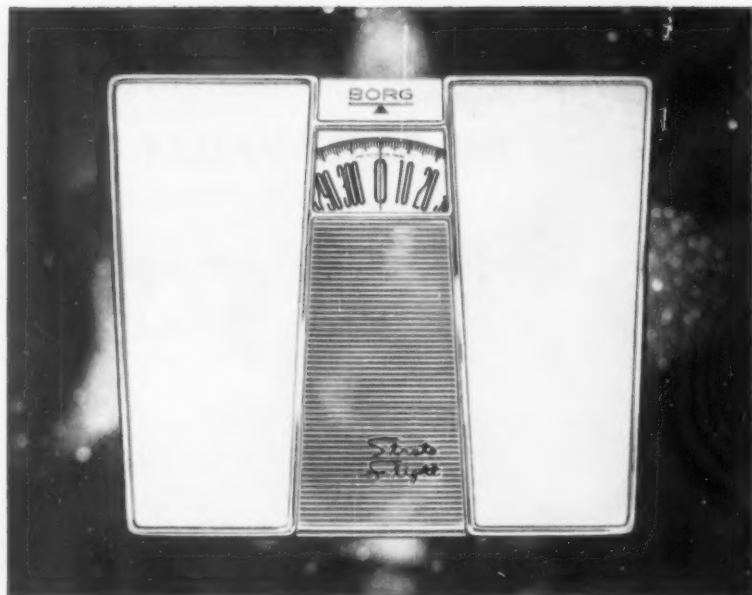
Charges. No C.O.D.'s please. Send check or money order.

My Name _____

Address _____

City _____ Zone _____ State _____

NOTE: This order must be received not later than Dec. 1, 1958, to insure Christmas delivery.



Spectacular Scales

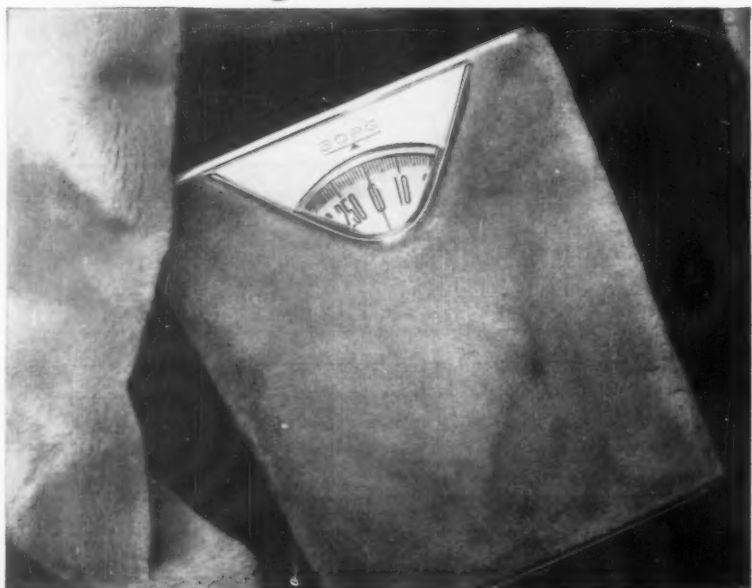
Every customer's wife craves a beautiful bath scale, which she hesitates to buy if the old one still works. That's why a "special" scale is so welcome a gift. These 2 Borgs (the famous name) are conversation-pieces.

Borg "Strato Flight" (above) is a spectacular "cross-view" scale (roomier platform, bigger numbers) with center panel in anodized-gold and platform trim in triple-plated chrome. Sparkles like a jewel—retail \$17.50.

Borg model 1900 (below) has a platform covered in man-made "fur" (pile-fabric, like mink) in pastel shades. Supreme scale luxury, at \$19.95.

Both are exciting "talk-about" gifts. For quantity prices, write Borg-Erickson Corp., 1133 N. Kilbourn Ave., Chicago 51. Other Borgs, \$7.95 up.

by BORG



Gift
Gallery



▲ **LIFETIME** guarantee against mechanical failure goes with "Princeton" pepper mill. Dark walnut finish, stainless-steel trim; 5¼" high. Mill and supply of Java peppercorns, \$4.95. With matching salt shaker, \$7.95. George S. Thompson Corp., 509 Mission St., South Pasadena, Calif.



▲ **CAR TOTE** puts odds and ends needed on a journey in one handy place. Three pockets, one for box of tissues. Hangs on front or back of seat; fits all cars. Steel holder; red or green plaid, rubber-lined. \$3.57. Leipzig Co., 653 S. San Pedro St., Los Angeles 14, Calif.



▲ **POWERLITE** has an 800-ft. spotlight on front and a floodlight on top. Both operate from a single switch. It may be hung up, set down, carried on hand or arm. Heavy steel in gray finish, bright metal trim. \$5.85 without six-volt battery. Delta Electric Co., Marion, Ind.

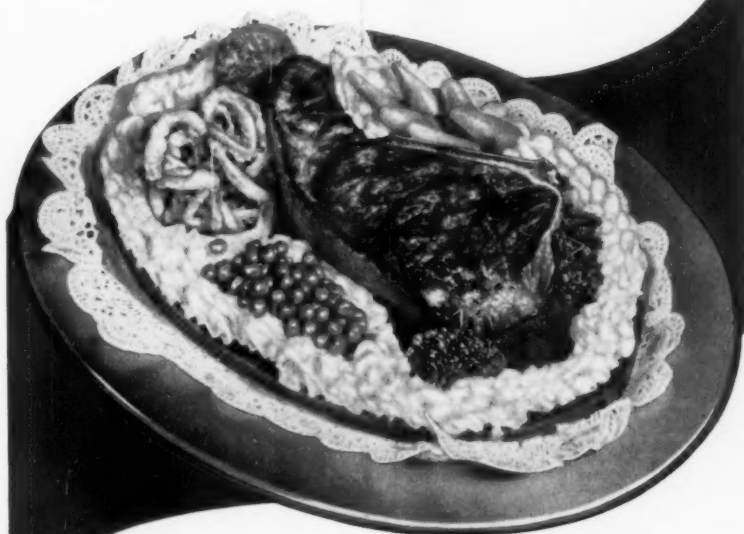
▼ **TONGS** of Roast Ressler grip meat or fowl for carving, flip steaks on the grill, lift hot foods of all sizes. Of solid aluminum; \$5.95. Colonel Carver knife has three-tine fork on back for serving as you carve; sawteeth on top edge cut up fowl, through small bones, scale fish. Serrated bottom edge cuts through crusty roasts or bread. Stainless steel, wood handle. \$5.95. K. G. Niblack Co., 109 Huntington Ave., Buffalo 14, N. Y.



SEPTEMBER 10, 1958

Fabulous Gift!

avored flatterer for those who are important to you



from Chicago... U. S. Prime Grade, skillfully aged Sirloin Room Specials as served exclusively in the

Sirloin Room

"where the steak is born"

It is wise business when your gift list is family-wise. Add prestige to your gift-giving with the King of Foods... U.S. Prime Grade, fully aged steaks from the Sirloin Room, where more steaks are enjoyed than any restaurant in the world. All steaks shipped frozen in colorful wrap. Allow one week for handling. Send us your list of names... or write for convenient, postpaid order form.

EARLY BIRD DISCOUNT!
On orders received before November 15, a discount of 5% will be allowed.



EASY TO ORDER!
Box A: Six Sirloin Room Specials, approximately 16-oz. each. \$25.00
Box B: Six Filet Mignon Tenderloins, approximately 10-oz. each. \$24.00

Steaks cannot be shipped C.O.D. Please enclose check or billing instructions.

If Air Shipment is Requested All Such Charges Extra.
Add 3% Tax for Shipments in Illinois



Fabulous Steak Throne



Where You Select and Brand Your Own Steak

STOCK YARD INN

Room 912 • 520 North Michigan Avenue • Chicago 11, Illinois

Strand VAGABOND Charcoal Grill & Smoker



MODEL 250

IT'S A DAZZLER

this new and wonderful Big Family size Barbecue. Hood down it's a smoker, hood up it's a brazier. Overall height 31", firebox 14" x 21 1/2" x 6", hood the same. Legs detachable. Chrome plated grill 12" x 21". 4 air vents and a steel fire grate for easy starting and perfect control of fire.

KWIK-LIFT HEAT CONTROL

Simple movement of a lever raises or lowers grill instantly, locks to height you select or raises up and away for refueling, and easy care of foil wrapped corn, potatoes, etc., roasting in the fire. This sturdy, attractive and wonderful to use Strand Smoker is one of the season's greatest new gift ideas. Remember it is mailable. Weighs just under 20 lbs.

STRAND SLIM JIM



MODEL 100S

Every one wants one — a completely portable model for Patio—Fire—place — Picnics—Camping or Hunting. Hood and firebox each 18" x 10" x 3" with 9" detachable legs. Chrome plated grill for steaks, etc., 18"x9 1/2"

plus 4 gleaming skewers for Shish Kabob and Hors d'oeuvre. Here's a honey—good looking and ever so practical. Mailable, weight 9 1/2 lbs.

STRAND BARBECUE PRICES

	A.	B.	C.	D.	E.
Quantity	1-3	4-11	12-24	25-49	50-up
Vagabond	17.95	15.55	13.60	11.95	10.60*
Slim Jim	6.95	6.10	5.30	4.60	3.98*

*Order sample on your company letterhead, of one or both Models at * prices. Write for special quotation on quantities over 50.

DIRECT MAILING MAY COST LESS

If you prefer, simply add 25c each plus parcel post charges to above prices and we'll enclose your signed greeting card and mail for you direct from the factory.

STRAND CORPORATION
2909 San Jacinto Street
Dallas, Texas TA. 4-2004

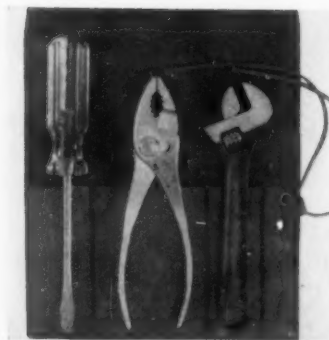
Gift Gallery



▲ **HANDY** carrier contains crystal ice bucket banded with 24-k. gold, and four glasses in black, white, coral, or turquoise. Choice of highball or old-fashioned glasses. Designs are Helen Conroy originals. In air-cell mailing cartons. \$8. General Glassware Co., Wrightsville, Pa.



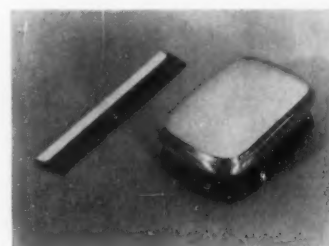
▲ **GLEAMING** brass book and magazine rack stows pocket-size publications separately at side. Pyrolace wrapped brass handle; ball feet; hardwood base; 15" x 14 1/2" x 8". \$6.50. Karoff Originals, Ltd., 222 Fourth Ave., New York 3, N. Y.



▲ **HOUSEHOLD** kit of most-needed tools: adjustable wrench, slip-joint pliers, screwdriver. Professional quality. Clear transparent case has three pockets, tie strings. May be imprinted. In corrugated mailer. \$4.32. Utica Drop Forge & Tool, Utica 4, N. Y.



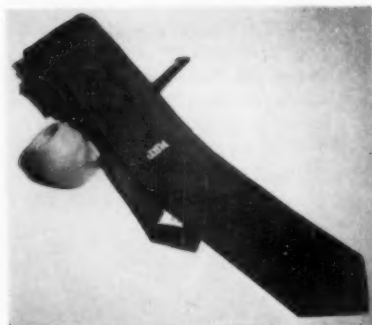
▲ **PORCELAIN** Prince ashtray is mounted on solid walnut base. Designs of game birds, horses, antique autos, or hunting dogs. Cork bottom pad may be imprinted; 7 1/4" diameter. With or without brass name plate on base, which may be engraved (at extra cost) with recipient's name. Minimum order 12: \$6.50 each. Hyaelyn Porcelain, Inc., Business Gifts Div., Hickory, N. C.



▲ **SPORTSMAN** brush and comb have stainless-steel backs. Brush bristles are nylon, permanently fastened. Comb has tortoise-shell teeth. Both may be washed. Gift packed. \$9.95. International Silver Co., Meriden, Conn.



▲ **WASHABLE** playing cards are unharmed by sun, sea, spilled drinks. Plastic, they stay crisp and flexible for five to seven years. New Paisley design is coral and beige, blue and beige. Double bridge deck in molded plastic case: \$7.50. Kem Plastic Playing Cards, Inc., 595 Madison Ave., New York 22, N.Y.



▲ **PURE SILK TIES** have two or three initials embroidered in contrasting shade. Silk lined, in navy, maroon, charcoal gray, silver gray, charcoal brown, or medium brown. \$4.95. Tie-of-the-Month Club, Dept. B-11, 520 Fifth Ave., New York 17, N.Y.



▲ **EXPANDING** holder fits any size casserole or pie dish. Handles protect fingers in carrying hot dish from stove; feet protect table. May also be used for flower planter. Tarnish-proof English silver plate. \$4.50. A. Susskind, Dept. ES, 49 Victory Blvd., Staten Island 1, N.Y.

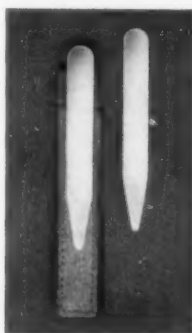
SEPTEMBER 10, 1958

big
list of V.I.P.'s
and no
ideas?

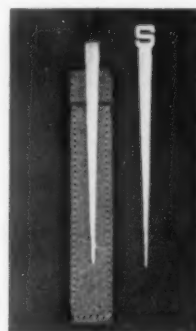
PICK A PRESENT FROM MERRIN!

- **UNUSUAL GIFTS**—ALL REASONABLY PRICED!
- **EXCLUSIVE GIFTS**—ONLY MERRIN HAS THEM!
- **CUSTOM DESIGNS**—WE'LL MAKE TO YOUR ORDER!
- **QUANTITY DISCOUNTS**—INQUIRIES WELCOMED!

FOR A FAVORED FEW OR A LIST OF MANY, THESE MERRIN GIFTS ARE REALLY DIFFERENT! AND WE CAN GO ONE STEP FURTHER—CUSTOM DESIGN GIFTS TO YOUR ORDER! IDEA: YOUR CORPORATION INSIGNIA OR SEAL ON CUFF LINKS, TIE TACKS, KEY CHAINS, ETC. WHY NOT WRITE OR CALL US FOR A COMPLETE ESTIMATE TODAY?



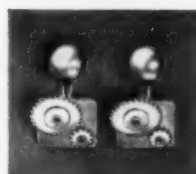
TWO 14K GOLD COLLAR STAYS IN LEATHER CASE, 14.50† PERSONALIZED WITH 3 INITIALS, 1.00 EXTRA (HALF SIZE)



14K GOLD TOOTHPICK IN LEATHER CASE, PLAIN 7.50† INITIALED, 10.00† (HALF SIZE)



BLACK STAR SAPPHIRE TIE TACK IN 14K GOLD, 25.00† LARGER SIZE, 35.00† (ACTUAL SIZE)



MOVABLE GEAR CUFF LINKS IN 14K GOLD, 77.00† (HALF SIZE)

ALL ITEMS BEAUTIFULLY GIFT WRAPPED

†TAX INCLUDED • MAIL ORDERS PROMPTLY FILLED
POSTAGE PREPAID • MONEY BACK GUARANTEE • WRITE DEPT. SM

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Olympic

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ATTACHE CASE

Executives go for this new case in a big way. Combined overnight and business case with five compartments in detachable portfolio. Available in four colors. An ideal Christmas gift.



16" and 19" BRIEF CASE

Very popular item at all times. Handsome yet wears like iron. Available in four colors.



16" UNDERARM CASE

Many firms give this low cost yet very attractive case in large quantities at Christmas. Other models with rings and disappearing handles.



TWO SUITER

Complete matched sets of luggage such as this Two Suiter are very popular. All Olympic Luggage fabricated from tough, handsome, TOLEX Vinyl Plastic.

OLYMPIC LUGGAGE CORP.
Kane, Pennsylvania

Gentlemen:
Please send full color descriptive literature and price lists on Olympic Luggage.

Company _____

Name _____

Title _____

Address _____

City _____

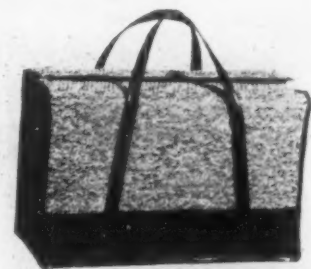
State _____

Olympic LUGGAGE CORPORATION
KANE, PA.

*G*ift
*G*allery



▲ CRYSTAL MADONNA is used as a center of interest for flower arrangements, or as an ornament. Ten inches high; in styrene foam white gift box. "Silver Mist" surface gives it a luminous quality. \$8.75. Fostoria Glass Co., Moundsville, W. Va.



▲ THERMO-TRAV'LER keeps food and beverages hot or cold. Top snaps open so that entire contents are accessible. Of easily cleaned Bakelite Krene. Tweed finish and calfskin trim in a wide color choice. Smaller size: \$4.98; larger size: \$6.98. Fashioncraft Products, 185 30th St., Brooklyn 32, N. Y.



▲ COMPASS gives directions when traveling on strange roads, in bad weather, or at night. Easy to install. Illuminated model for 6- or 12-volt systems. Six colors. Illuminated model: \$6.95; non-illuminated, \$5.50. Hull Mfg. Co., Box 246, Warren, Ohio.

▼ TOUCH the release and name, address, phone number appears instantly. May be imprinted on cover and inside. Size: 4 7/8" x 7 7/8"; in brown or colors to match the new telephones. \$3.32 each for 50-299. Bates Mfg Co., 30 Vesey St., N.Y.C.



▼ SHINE BRUSH puts a high gloss on shoes, silver, chrome, or leather. Powered by standard flashlight batteries. \$3.95. Silvercraft Co., 20 Yeoman St., Boston 19.



SALES MANAGEMENT



▲ **REMOVABLE** photo-card case has Add-A-Pass bar for adding more windows. Optional money flap; pockets for stamps or tickets. No outside seams to rip or tear. Polished cowhide in mahogany, tan, black, gray, green, blue. \$5. Prince Gardner, St. Louis 10, Mo.



▲ **MAN'S INITIAL** personalizes brush and comb set. In clear crystal or bottle green. Long-lasting, easy to clean. \$4. Other sets for women. Pro-Phy-Lac-Tic Brush Co., Florence, Mass.

▼ **COLD WATER** heats in seconds, boils in two minutes with the Portable Immersion Heater. For coffee, tea, boiling eggs, warming soup and baby foods, etc. Operates on AC or DC; coil will not discolor, rust. In plastic zipper case. \$3.50. Hoffritz for Cutlery, 49 E. 34th St., New York 16, N. Y.



GIFT GALLERY continues on page 162

*You've just given him
many Great Moments...*



How many great moments are there in a bottle of Grand Marnier? There's one in every sip. For every drop of this incomparable after-dinner liqueur is a unique taste adventure. Made exclusively with a fine champagne cognac base delicately flavored with famed Seville oranges, Grand Marnier has been prized by connoisseurs

for generations. Give Grand Marnier, beautifully gift packaged to the most distinguished people you know. They will appreciate your good taste.

Grand Marnier

LIQUEUR A L'ORANGE • PRODUCT OF FRANCE • 80 PROOF

P.S. Grand Marnier is used by the world's most famous chefs for gourmet dishes with that incomparable touch.

Free recipe booklet on request. Dept. SM 9.

Carillon Importers, Ltd., 65 East 55th St., New York Sole U. S. Agent

Chicago Stockyards' Choicest Hams

The "Easy-Carve" Hams

Hundreds of thousands of porkers pass through the MEAT CENTER OF THE WORLD — the huge Chicago Stockyards. From these many thousands,

Thompson Farms brand carefully select a limited quantity of the choicest and most scientifically fed.

The hams from top-of-the-market hogs are carefully trimmed by expert craftsmen. Then the exclusive secret boning process begins. The center bones are deftly removed. But, the traditional ham shape remains . . . the large full slices you later get are the only visible clues to this new process.

This is the only ham in America processed in this manner (patent pending). It means easy, full-slice carving with no center bone problems . . . no awkward turning . . . no sliver slices of meat to spoil the fun of carving.

Many smoking hours later, the hams are removed from their modern smokehouse . . . a gourmet's delight that is new, delicious, and guaranteed to be the only gift of its kind that positively will not be duplicated.

A few days later, as you carve slice after slice, you'll discover the wonder of full-slice perfection in this festive ham. Remember, it's the only ham that has the shape, the flavor and the carving convenience you've always desired.

All Thompson Farms brand Hams are specially gift wrapped and packed in reusable suitcase containers.

You're given a wonderful choice: The Deluxe Ham Array includes a 9 to 11-pound "Easy-Carve" Ham; 4 pounds of lean, hickory smoked bacon; and other pork delicacies; all gift packaged in a reusable suitcase carton . . . Only \$23.50

A 9 to 11-pound "Easy-Carve" Ham, holiday wrapped and packed in the suitcase carton . . . Only \$16.40.

The 7-pound whole Canned Ham, chosen as the perfect gift for smaller families, packaged in the same manner . . . Only \$13.30

A handsome gift card, with your name is enclosed in each package. Check Our Quantity Discounts

John E. Thompson • 1846 S. Loomis
Chicago 8, Ill. • YArds 7-6020

Please send:
—Deluxe Gift Packages
—"Easy-Carve" Ham Gift Packages
—Canned Whole Ham Gift Packages
☐ Check enclosed ☐ Bill me
☐ Send me information on our quantity discounts

Name _____

Address _____

City _____ State _____

Delivery guaranteed by Christmas on all orders received up to December 15th.

H

ow to Pick a Present for the Press

The first rule to remember is: Reporters who can be "bought" are not worth the buying.

To gain the good will of editors, writers, and commentators, it helps to start with your own good will and a well-developed sense of tact and understanding.

Gifts should be fairly modest in price, appropriate, useable or at least interesting, and suggest thoughtfulness—if not gratitude.

There's more to all this than merely telling your public relations director: "Send the boys some booze."

Appropriateness should work both ways. A gift may promote or at least identify the donor, and still mean something to the recipient. It can be both useful and unusual. While a reporter seldom knows what to do with a shrunken human head (other than remark on it), he can, for example, find plenty of uses for an 11-tool pocket "knife."

This last, complete with folding fork and spoon for camping, was a 1957 Christmas boon to the outdoor men among us from Olin Mathieson Chemical Corp.

Product samples may be mutually useful. Some companies which give them regularly—often accompanied by a "permanent" related item — are McKesson & Robbins, Ralston Purina, and Quaker Oats. For years, Lever Brothers and General Foods were among them. This writer is not sure whether the latter revised their policies or just their lists.

Here may be a good place to emphasize consistency in giving. Unless you are prepared to keep on "remembering" the press, don't start. If you stop, the writing boys and girls begin to wonder about everything from your humanity to your solvency.

A similar principle applies to the caliber of your gifts. Next year's should be at least as good and as interesting as last year's—and preferably more so. This suggests that you are progressing. I know a lot of p.r. men who seem to work for months each year to ensure that this impression is consistently conveyed.

Also, don't stratify your recipients. The reporter who has painstakingly "covered" you all year will not appreciate his one meagre bottle when he discovers that you have sent his editor a whole case.

In addition to regular "gift-sampling," you can make more of the occasion by sending the writers a brand-new example of your company's creativeness and ingenuity. This applies at all seasons to those, for example, who make small consumer items and appliances:

A gift of last winter which I particularly liked was a telephone-pad holder, newly shaped in brass-alloy aluminum by Reynolds Metals. A long-term hit, several years ago, was an ashtray of Steuben glass (a Corning line which more impecunious writers admire than buy).

But trade-marks and symbols should be subdued. I wore Chrys-

You *don't* have to spend a lot of money to get prestige in your business gifts. It comes naturally, at no extra cost, when you give Argus gifts.

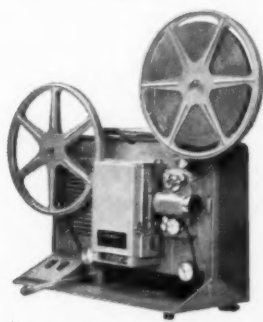
Take a look at these seven. Bet any one of them would be welcome in your own home. Any reason why they wouldn't be just as welcome as gifts in others?

Nice thing about it, too, Argus prices range from \$7.95 to \$150.70. All just as nice as these.

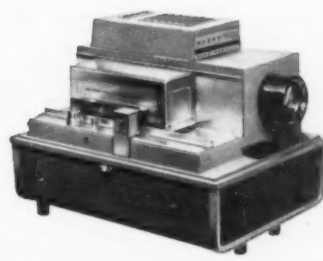
\$ \$ \$ \$ don't spell PRESTIGE



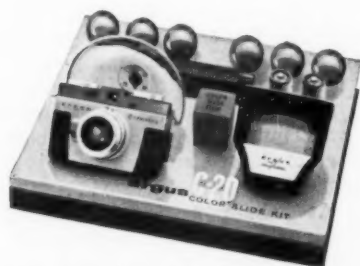
This Argus Match-Matic C-3 is a very talented camera, indeed. It's as easy to set as a clock, yet takes color slides of such beauty and clarity that you'll wonder how we make it for the price. Comes complete with case, flash and lifetime guarantee!



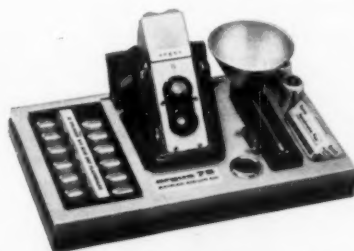
This, Mr. Executive, sir, is the neatest, trimmest, bestest movie-showing projector in the whole, wide world. The secret's in a new *kind* of projection lamp that puts out 500 watts of light and very little heat. If you like to give unique gifts, *this* is your baby.



Think all slide projectors are alike? You haven't seen this Argus Electromatic yet. It shows slides 3 ways: completely hands off; by remote control anywhere in the room; or by simple push-button on the projector itself. It's an exceptional gift and not expensive.



This whole kit and kaboodle has everything needed to take and enjoy color slides. The "kaboodle" is the new Argus C-20 camera that proves "good" cameras needn't cost a lot. The kit includes flashgun, film, batteries, and bulbs . . . all handsomely gift boxed.



Another kit . . . this one with a simple Argus 75 camera, flash, close-up portrait lens, batteries, bulbs, film and an album for favorite pictures. Ask for it by its official name: "Argus 75 Portrait Album Kit", when you talk to your Argus dealer.



See stunning slides simply by sliding them in the slot of this solid little Pre-Viewer II. It lights 'em bright and shows 'em big enough for several people to enjoy at once. Battery powered, too, for portability and easy packing.



The Argus C-44 is one gift you'll be tempted to mail to your own address. A brand new model, it has a superb lens, rapid film advance and the reputation to justify its price. Handle it—with affection—at your Argus dealer's, soon.

argus®

Argus Cameras, Ann Arbor, Michigan
Division of Sylvania Electric Products Inc.

Who's a Gourmet?



Anybody who likes good food! King Henry VIII or King Customer, you'll score high when your holiday remembrance is Krause's Golden Nugget Cake—a delectable fruit and nut confection.

Made by a family that has specialized in gourmet foods for half a century, Golden Nugget is chock-full of crisp southern pecans, Royal Anne cherries, dates and pineapple wedges. Um . . . an adventure in elegant eating!

HOLIDAY GIFT PACKED IN A PROVINCIAL SNACK SERVER, 1½# CAKE \$7.75

Krause's

OTHER GIFT PACKS FROM \$3.25
QUANTITY DISCOUNTS—WRITE FOR BROCHURE

Postpaid

2318 LOWRY AVENUE N. E. MINNEAPOLIS, MINNESOTA

looking for gifts on a grand scale?



give Victor Borge's festive birds from ViBo® farms

Truly in good taste... ViBo Farms holiday packages are the most delicious and delightful way to please the most discriminating people on your Christmas gift list. Handsomely boxed with enclosed engraved card with your name... All birds are oven-dressed, Frozen and packed with ample supply of dry ice in insulated cartons.

VICTOR BORGE suggests:

ROCK CORNISH HENS. Six plump, meaty Rock Cornish Game Hens. Large 18 oz. size for individual servings. Beautifully gift packaged. Box of 6, \$12.50



ROCK CORNISH CAPON AND FOUR ROCK CORNISH HENS. Dramatically different. One large, delicious Rock Cornish Capon surrounded with Rock Cornish Game Hens. Gala combination package, \$16.95



BRACE OF PHEASANT. A thrill to receive... beautifully dressed, glamorously packed... with handsome plumage included. Each brace (pair) in luxury acetate wrappings \$15.00

If you like to give the Very Best—send us your gift list and we'll do the rest. Add \$4.00 for shipping charges West of the Mississippi.

I enclose my check ☐ Bill me ☐
Please send order form and illustrated catalog with other exciting gift suggestions. ☐
With each gift order the new colorful Victor Borge Game-Bird Cook Book with recipes and menus will be included.

NAME _____
BUSINESS FIRM _____
CITY _____ ZONE _____ STATE _____

VIBO FARMS, SOUTHBURY 7, CONNECTICUT

© VIBO FARMS

ler's "Forward Look" cuff-buttons until my wife swiped them; and I still venture outdoors in my C & O "Chessie" blue neckties. However, the Schlitz shirts, emblazoned all over with Schlitzests, I gave to a 16-year-old neighbor to wear with his zoot suit.

The gift may suggest your personality, and even your scope of operations, without benefit of Rand McNally. Last Christmas Eddie Rickenbacker's Eastern Air Lines gave us a couple of bottles of tequila. These reminded partakers that Eastern now flies nonstop between New York and Mexico City.

Whether given at Christmas or at press parties throughout the year, a bit of "history" will be welcomed and recalled. On my desk at home still clicks a travel clock from the New York Central commemorating the maiden run of the newly streamlined Twentieth Century Limited, September, 1948.

Papers on my office desk are pinned down by a weight from the first pig of Kaiser steel turned out at Fontana, Calif., on Jan. 1, 1943.

There's more to giving than things. Every three months Schaefer's deliveryman leaves two cases of beer at our door. But I think Rudy Schaefer and Jim Hausman develop even more good will when, at Christmastime, I (and several thousand others) receive a Nativity card from the Holy Land; and when, on St. Patrick's Day, a real live shamrock arrives from Dublin. Such cards, of course, carry no suggestion of commercialism . . .

At holiday parties and special occasions when a gift might be expected, don't let the typewriter-pounders down. They may not have come for the gifts. But when they see the piles of beribboned packages near the check room, they get certain thoughts.

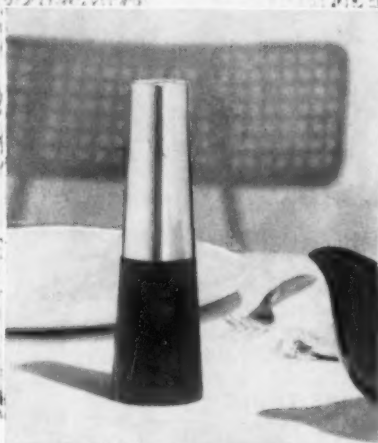
Last Christmas week such piles stood outside a distiller's press party in the Plaza ballroom. Were the packages filled with bottled in bond? Nope, cocktail glasses.

I got so many glasses in 1957 I planned to start a bar.

If you give beverages, I'd suggest you concentrate more on quality than quantity. Through the year we press people manage to exist on the lower-priced blends and straights. Come Yule, and—instead of six bottles of not-so-Old Ele-



**We shopped the world for
the most impressive gifts!**



Never before such a wide selection of business gifts

OSBORNE-KEMPER-THOMAS, Inc. CINCINNATI 12, OHIO

for 75 years, acknowledged leader in the business gift field

English nutcracker bowl, Italian combination salt and pepper seasoner, Swedish stainless steel platters, woodenware from the Himalayas, German electronic clocks, bright new contemporary humor glassware from our own United States, amazing new American auto manicure set powered by flashlight batteries—these are just a few of the distinctive, unusual gifts now offered by Osborne-Kemper-Thomas, Inc. There are exclusive gifts for the home, office, and personal use of your business associates, customers, employees and friends.

At O-K-T you'll discover that good taste costs no more. And an O-K-T gift says more, for its lasting quality shows your high regard for the recipient.

Mail this coupon for full color Gift Catalogue

OSBORNE-KEMPER-THOMAS, INC.
CINCINNATI 12, OHIO

Name _____

Position _____

Firm _____

Address _____

A Completely New Christmas Gift!

SYLVANIA Slimline Radios

Exciting Slimline Styling for the first time in home-radio design!

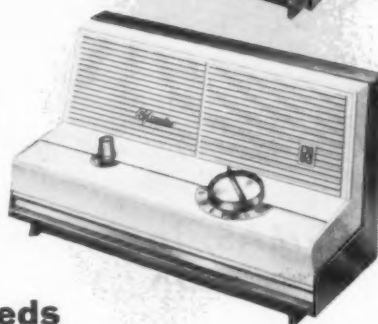
A completely new concept in radio styling . . . a distinctive, quality gift for the most important on your gift list

SLIMLINE CLOCK RADIO MODEL 2207

Stunning clock radio featuring exclusive SYLVANIA Panelescent dial for use as a night light. Full-feature clock, appliance outlet. Sapphire & White, Caravan Brown & White Only \$39.95*

SLIMLINE TABLE MODEL 1206

Exciting new radio design with balanced speaker for high undistorted volume. Popular phono-jack. Sapphire & White, Caravan Brown & White Only \$27.95*



Styled and priced to suit your gift needs

The wide range of SYLVANIA Slimline radios are priced to make ideal gifts no matter what size program is required.

Parts and service guaranteed for 90 days through your authorized SYLVANIA Dealer (see Sylvania warranty).

For a catalog of the entire SYLVANIA line of clock radios, table models and Transistor Portables, write:

SYLVANIA HOME ELECTRONICS

700 ELLICOTT STREET • BATAVIA, NEW YORK

*Manufacturer's suggested retail price. Prices slightly higher Far West and South.

phanthide—we'd like just *one* of something special, say Benedictine or Cointreau, Cherry Herring or Chivas Regal.

This goes for foods, too. We'd willingly swap a ton of rolled oats for one good imported cheese, or a few of Harry and David's better Oregon apples.

And don't assume that just because *you* make a product the press will relish it as a gift. Some things should be sampled sparingly. I know writers who are still recovering from that half-case of Hadacol they got a year or two ago. Laxatives and rat-killers serve useful purposes, but are not to be wholesaled at holiday times.

Also—whether your own or someone else's—don't give cheap, shoddy stuff. My desk is littered with 29c ball-point pens that dripped all over the place before they died three days later.

Don't generalize on your gift list. "The Press" is a variegated group, composed normally of at least two sexes and all sorts of habits, predilections, and previous degrees of servitude. Some, for instance, smoke cigarettes. Some cigars. Some pipes. Some don't . . . Some don't wear silk hosiery . . . As in any other form of selling or good-will building, it pays to tailor your appeals—or in this case your gifts.

One generality, however, is that most of both sexes probably are married and childful. Parents appreciate gifts for kids—from toy dogs or teddy bears to toy cranes and model Thunderbirds. A gift for the home and family can multiply the warmth of your reception.

A Hughes Family favorite last Christmas came from Chas. Pfizer & Co., the chemical firm. It was a lovely "football game" blanket in a zippered leather case.

"Rah (said we) for Pfizer!"

The gift they'll never forget is **TOUJOURS MANURE**

. . . the greatest stuff on earth!

The perfect humorous gift for all occasions, **TOUJOURS MANURE** is a unique, dried 100% pure instant fertilizer. It comes in 2 lb. sparkling white and gold Fashion Award gift pack with full instructions for use.

TOUJOURS MANURE has high impact for sales promotions and incentive programs. It's ideal for friends who "have everything." Give salesmen and managers, buyers, suppliers, poker pals and golf partners the gift that belongs under the tree . . . provocative **TOUJOURS MANURE!**

TOUJOURS MANURE Gift Pack only \$1.50 apd., Dept. S, Sunny Pastures, Strawberry Hill, Norwalk, Conn. Write for special quantity rates.

BUSINESS GIFTS?

**EXPENSIVE LOOK—
LOW PRICE TAG—
UNIVERSAL DEMAND!**

INLAND GLASS "GOLDEN TRIANGLE" CARAFE*

A gorgeous golden gift—perfect for every purpose! Heat-resistant glass, with 22-carat gold decorations fired in for permanent beauty. Gift-boxed, with matching warmer, two 8-hour candles. 8-cup size retails at \$5, 12-cup \$6, price maintained. (See below for special sample offer.)

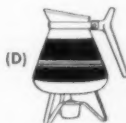
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155 Hudson St., New York 13, N. Y.

How to Pull a Press Party

(Continued from page 45)

annual Automobile Show to shake 5,000 hands. When I asked him whether he thought this sold one extra Chevy, he wasn't sure. But at least he believed that it didn't lose GM any sales.

Walter P. Chrysler was equally friendly. It's more than coincidence that Chrysler Corporation's sales decline after World War II coincided with the reign of K. T. Keller—who was not. Keller kept both company and himself aloof, and Chrysler developed a "bad press." In recent years Tex Colbert and his publicists have worked overtime to make up for it.

If Mr. Big himself introduces—and demonstrates—the new product, make sure he knows his stuff.

At the Waldorf not long ago a president told the writers that this particular product would be promoted on the theme: "Install it yourself, without special equipment, in *one minute*." After the president had fussed with it for 10 minutes, an engineer and a publicist stepped up to help him.

A corollary to this is: Make sure beforehand that your meeting machinery—and especially the *piece de resistance*—works. One October, instead of pushing my way into Yankee Stadium to see a World Series game, I accepted a corporate offer to watch it, after good food and drink in a large hotel room, over color TV. But the color TV went haywire. We tried to follow the game on hastily procured black-and-white sets, amid considerable banging by repairmen.

If you plan to set up exhibits in connection with the meeting, make

sure that the writers know about them and see them. At one recent joint luncheon for members of a "trade" and the writers who keep track of it, every guest was busy getting refills in an adjoining drinking room, until called into the dining room. Around the walls of this room were a score of interesting exhibits. But it was so jammed with eaters and waiters that the guests could see only the exhibits directly in front of them.

Please remember that we really are the *working* press. We have to get to the guts of *your* story and then develop *our* story from it rather rapidly. Though some reporters may attend three or four press gatherings in a single day, they still have other duties. They have a column or a department to write (and have to dig up for it still more material.) They may also have proofs to read, photographs to caption, and maybe a whole issue to lay out.

Be Prepared

On the dailies, particularly, a reporter may have to come to your luncheon meeting only for the "pitch" or the press-kit "package," and then go off to another meeting for lunch. Have the whole kit handy at the start of the meeting. Have qualified people available early to answer questions.

The weekly and monthly contingents also have a dayful of chores. When you invite any editor or reporter, tell him beforehand *when* cocktails, and *when* the meal will be served. And tell him when the

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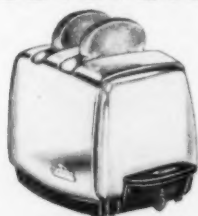
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whole thing will be over. Few words and deeds earn more gratitude than these: "We'll wind the meeting up promptly at 2 p.m."

There is also, of course, the non-working press, or the Big Shots. Even Harry Luce and Mike Cowles and Ben Hibbs and the late Harold Ross occasionally have been inveigled to parties by reasons of "policy." So have Bill Hearst, Jr., and Roy Howard, and the heads of all the networks.

This brings up the problem of "stratifying." Prior to a big dinner some organizations hold several simultaneous parties—each of them for reporters, customers, financial people and whomever—but on different levels of import to the host. It hasn't helped my pride, or good will, to learn that our group was "fourth stratum." But maybe I was lucky to be asked at all.

One relatively recent innovation is the premeal pitch. Time, Inc., for instance, usually provides a drink or two before the briefing. At the meal afterward we can talk more intelligently about the reason for our coming.

At non-meal-hour parties, however, too many companies ensure their audience by pitching first — with the promise, actual or implied, of drinks afterward.

If I seem to make too many potable references, it is because most of the writing men and women (except the highly ulcered) really like to take a drink. And at press parties liquor can enliven (a little) even dull companies and the seemingly endless drone of statistics.

Writers Expect Facts

Some companies, however, carry this to the other extreme, by offering too much entertainment—and too few facts. Especially when they've come from afar, writers like to believe that what they'll see will be really new and worthwhile. Nothing hurts you more than a hoax.

Of course, some reporters drink too much. But I doubt if the ratio is any higher than that among, say, attorneys, bricklayers, or morticians. The only times I can recall when my confreres, as a group, were well

gone were on the introduction of some really fiery types of firewater or at captive press parties.

A captive party may be on a boat doing a couple of laps around Manhattan. I remember one such, by CBS, which ran from 8 p.m. to about 2 a.m. We could spend only so much time congratulating the Celebrity on his new meal ticket, and admiring and readmiring the scenery. After that, unless we swam ashore (as several indeed threatened to do), our only recourse was to go aft again and commiserate with the bartender.

A captive or kept party that lasts several days can be even more stupefying. On special train or plane or bus, for 72 or 96 or 120 long hours, one sees or hears nothing but Amalgamated Pickle (or Chemical or Tobacco or Steel or Terlet Paper). Even the entertainment part of the tightly packed program amplifies Amalgamated. After stewing so long in Amalgamated's juices, one seeks other flavors. Meanwhile, hitches develop in the program. The outdoor introductory meeting is rained out, so we repair to a stifling tent that

Sheffield

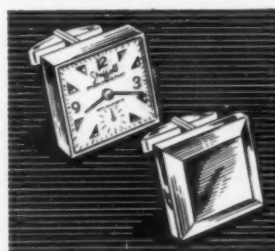
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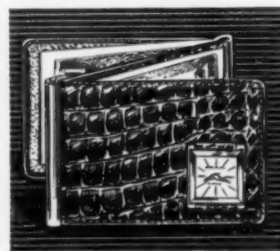
These qualities are what make Sheffield timepieces the perfect business gifts.

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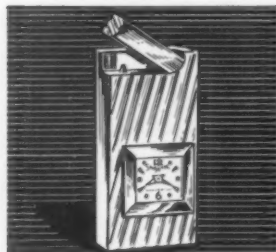
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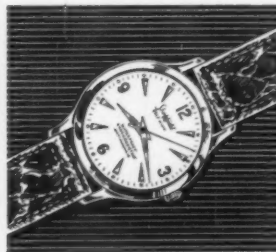
1. **CUFF TIMER**, Square cuff link set with timepiece, other link suitable for engraving. Gold plated. **12.95** plus tax



2. **WALLET WATCH**, set in a sleek duofold wallet of genuine alligator (watch can also be used on a belt or as a conventional wrist watch.) **14.95** plus tax



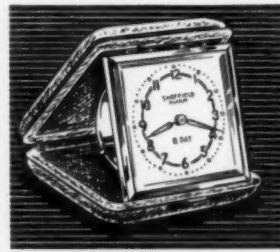
3. **LIGHTER WATCH**, in attractive, fluted case of non-tarnishable gold or silver tone. **15.95** plus tax



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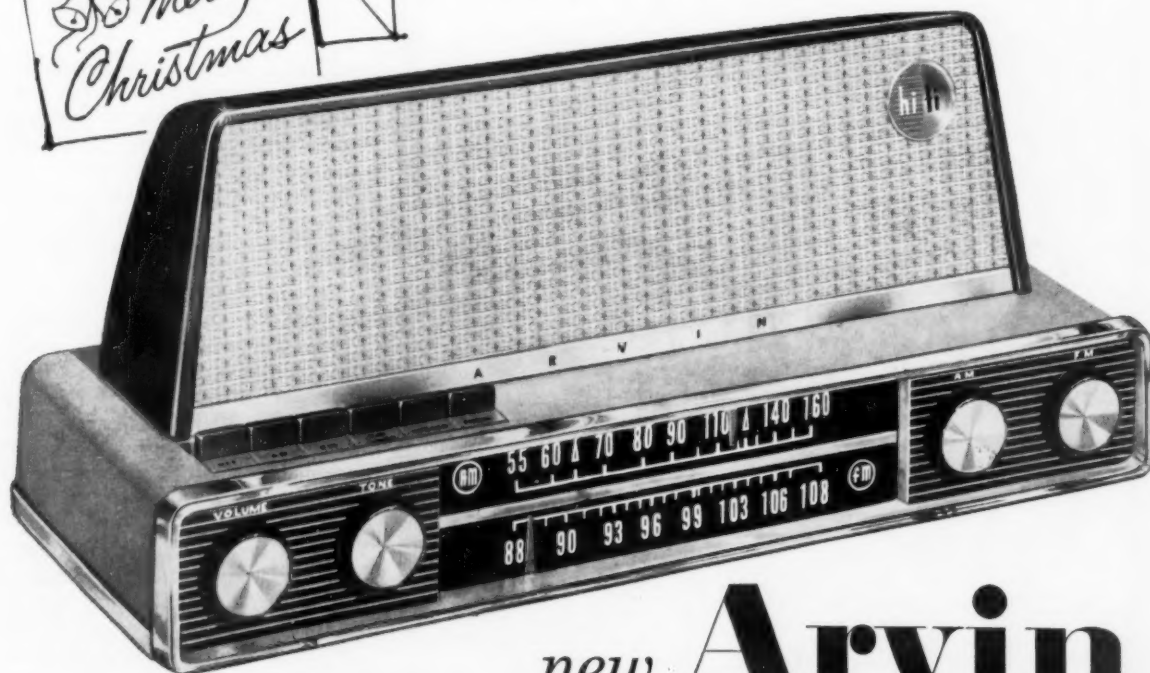


6. **8-DAY TRAVEL CLOCK**, leather case, bell alarm, radium dial. Smooth leather case closes like compact. **9.95** plus tax
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"You hear as if you're there"

Nothing could be more impressive, more deeply appreciated, more often enjoyed, than this spectacular new Arvin Hi-Fi Stereo radio. It opens a wider, more wonderful world of sound—3-dimensional sound—more fully, flawlessly received than ever before in a radio!

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will hardly hold half of us. Or some of the younger bloods among the press make passes at Mrs. President, or toss a piano out the window. By the fifth day everyone is hung-over and snarling, and good will has long been forgotten.

A Bright Picture

This is perhaps a too-dismal picture. I've gone on other junkets from which almost everyone returned clear eyed, with lungs filled with fine old Colorado or California or Carolina air. I've sat down pronto to write glowing gratitude to the president, conferring citations on all of his helpers.

A junket *can* be a memorable occasion. The C & O Railway does this informally today by offering worthy writers free weekends at the Greenbrier. (I believe the Union Pacific makes Sun Valley similarly "available.") And for making a hotel opening an event-to-be-remembered it's hard to top Hilton Hotels International.

While the average annual budget, for advertising and public relations, of an operating HHI hotel is only about \$70,000, the cost of an "opening" comes to at least three times that figure.

Last March Hilton flew some 300 of us (from California, Texas, Florida, Illinois, New York, and most points between) to Cuba to christen the new Habana Hilton. Batista's police kept the revolution out of our program. Finishing touches on half the hotel floors went on around us, while on our floors we walked amid brand-new furnishings on newly laid carpets. Entering our new rooms we found that Bacardi already had been there.

Bacardi in fact was everywhere.

This was a captive party where the guests doubtless did drink too much, and returned with faces flushed with something more than the Carib sunshine. But they still looked forward to the next HHI openings, of which there are three this year — Montreal, last April, West Berlin in November, and Cairo in December.

Under Hilton's lavish auspices, one does not mind being kept.

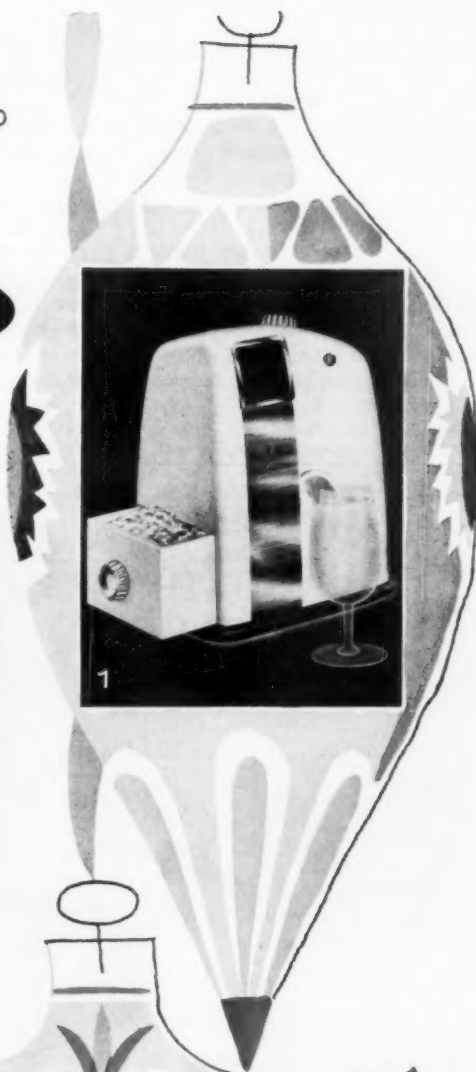
But don't try to turn the press into alcoholic guinea pigs.

Today, there's probably more sobriety and decorum at distillers'

gifted ideas...

for presents that
keep you remembered!

from **Rival**



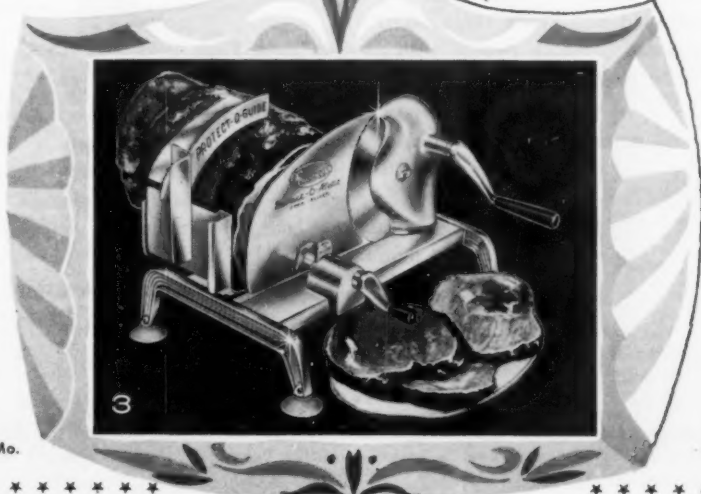
1. Cool Thinking leads to this beautiful ICE-O-MATIC Portable Electric Ice Crusher. At the touch of a switch, delivers "custom crushed" ice in seconds! Use it anywhere... The center of attraction wherever it goes!

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SEPTEMBER 10, 1958

shindigs than at those of metals, or motorcar, or food companies. But time was when this industry was busy concocting strange new delights—and proving them first on the poor press. Angostura-Wupperman Corp. once decided that what America needed was a whole line of bizarre beverages, all flavored with wormwood. The press party, in the Waldorf's Carpentier suite, was lovely — until, suddenly, all the guests started vomiting at once.

I don't remember what happened to our hosts.

Have enough liquor handy, early. (The boys don't like to seem beggars.) But don't force thirds or fourths.

I recall a couple of occasions when, to help out our host, we in effect forced ourselves. One was at a champagne-sampling. Did we prefer the dry or the sweet? Religiously we went across the room from the one to the other, and back again, and back again.

The verdict, I think, was that we preferred water.

Then there was the time National

Distillers planned a party for about 150 people, and mixed 500 planter's punches in advance. The party was scheduled for a far corner of Queens. The weather turned rough. Only about 30 of us showed up. We mopped the rain from our brows, surveyed the long rows of frosty beverages, and determined not to let good old ND down.

But do not writers also eat?

They do — most of them quite regularly. But I think they would agree that press luncheons and especially dinners have too many courses and each course is too heavy. On their own, at lunch, they make out with one entree and coffee. I doubt if any of them ever would order the fruity-creamy goo that seems to be the standard press-lunch dessert.

At cocktail parties, however, they like to nibble. Just as they enjoy exotic trips, so will they go for exotic food. I like one annual party which offers about 54 different varieties of cheese. I sample only a half dozen of them, and probably can't remember 10. But the idea makes a conversational tidbit, too.

Food manufacturers of course

Wampee Plantation OLD SOUTH FRUIT CAKE

IN REDWOOD PLANTERS!

not "gadgets"
just
delightfully
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A gift doubly welcome!
Hand-crafted, copper-bound
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shapes . . . each packed with an Old South Fruit Cake
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Only the finest fruits and nuts, fresh butter,
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safe delivery guaranteed in U. S. A.

	5 Pound in Octagonal Planter	3 Pound in Window Planter	3 Pound in Square Planter	IN METAL CONTAINERS		
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1 to 10	7.90	5.35	5.25	6.90	4.40	3.00
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Prices are all F. O. B. Orangeburg, S. C.
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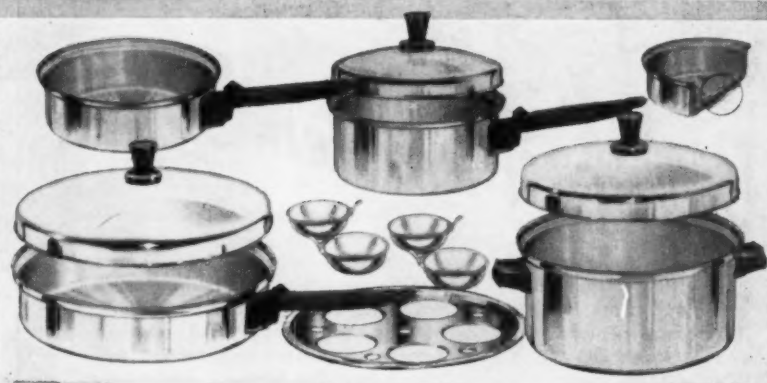
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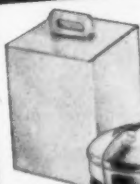
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THERMO CHEST is double laminated with Alcoa Aluminum. Picnic Pack carries and serves a complete meal. 5 brightly polished aluminum pans nest into one compact unit. Picnic Pack with Thermo Chest eliminates spoilage of perishables. Keeps hot foods hot—cold foods cold.



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should see that the writers sample their wares. But this can be carried too far—especially if all you make is mustard or Tabasco sauce.

During the meat shortage of World War II, General Foods came up with the bright idea of cereals-for-lunch. Post Toasties were made to look like porterhouse steak. We nibbled at them, listened patriotically to Clarence Francis' pitch, and then adjourned to restaurants across

the street—and sat down to lunch.

This brings up (figuratively) that writers' daymare: the Breakfast Presentation.

Have you ever rushed off from your home in the hinterland to get to the Savoy-Plaza promptly on the dot of 8:30 a.m.? And then have you hung around, without even a cup of coffee to sustain you (glaring at your hosts) until breakfast was announced at 9:42?

A couple of years ago one such festive occasion introduced a new model car. Either the car hadn't yet come from the factory, or the management couldn't get it into the hotel. We couldn't see even a mock-up. The company unveiled a large photograph.

But even the picture would have looked prettier at 5 p.m. . . .

Who should pick up the travel tab?

A captive party where the group or groups come and go together, under the direct guidance and shepherding of the company's p.r. people, is one thing. The writers expect the company to pay for it. But when they go separately to commercial events, opinions of the writers (and their publications) vary.

Major publications give their people swindle sheets adequate for such situations. But without help from the "sponsor," the boys on the smaller sheets might not get there.

When Chrysler Corp. set out, several years ago, to atone for a decade or more of public-relation sins, it in-



CHRISTMAS LIST

STANLEY NORTH ✓
GEORGE N. BURNHAM ✓
JAMES K. MORGAN ✓
HENRY WOOD ✓
JOHN M. ...
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THE KUSTOM KEYPER

This handy Key Case and knife combination will have your gift list saying "thanks" for years to come. Top grain cowhide case with gold stamped imprint; patented key plate allows removal of keys as desired; handy knife, file, bottle opener and screw-driver combination tool, chrome plated, ready for a million uses. Handsomely gift boxed in black and gold. Approximately \$1.95 depending on quantity.

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*For the TOP
of your gift list!*



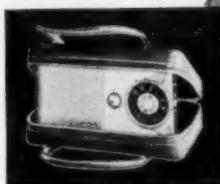
NEW G-E CLOCK-RADIO WITH NITE-LIGHT* AND SNOOZ-ALARM*

Newest, most exciting General Electric Clock-Radio. Just tap the Nite-Light control, the clock-face glows with soft light...tap, it's off again. Or leave it on as a subdued night light. New Snooz-Alarm wakes you, lets you catnap an extra seven minutes, then calls again...and again...and again. Lulls you to sleep...wakes you to music or news. Turns itself and appliances on and off, automatically. Phono-Jack. Choice of colors.

*T.M. General Electric Company

10,000-HOUR RECHARGEABLE ALL-TRANSISTOR POCKET RADIO.

Sleek and trim in its jewelry-finish aluminum case, this G-E radio is a wonderful gift for your best customers. One set of rechargeable batteries plays up to 10,000 hours. Batteries recharge automatically—just put radio in the handsome leather recharger case and plug into any AC outlet.



Model P76S with
P15 Recharger



GENERAL ELECTRIC ALL-TRANSISTOR PORTABLE—IN TOP-GRAIN LEATHER

Most powerful of all G-E Transistor Portables—a perfect choice for all the sports fans on your list. Six Select-Quality transistors and a crystal diode plus a new maximum efficiency circuit give unparalleled power, range and tone.

Model P750

Get in touch with your local G-E Distributor for full color catalog and quantity prices or mail this coupon to General Electric Co., Radio Receiver Dept., 1285 Boston Avenue, Bridgeport 2, Conn.

90-day written warranty on both parts and labor. General Electric Company, Radio Receiver Department, Bridgeport 2, Connecticut.

Progress Is Our Most Important Product

GENERAL  ELECTRIC



☐ Please send me your full color G-E Radio catalog and quantity prices.

☐ Please have your representative call.

NAME _____

TITLE _____

STREET _____

CITY _____ STATE _____

vited and paid the expenses of 650 editors, reporters, commentators, and others to go to Michigan to see the "New Look"—in cars, too. The entire shindig cost \$250,000.

At one such Chrysler introduction I learned that many of my confreres had come out, on Chrysler's carfare, to attend a Chevrolet introduction the next day!

How much Chrysler figured it gained from such junkets I don't know. But on another mass hegira (to which I was *not* invited) I hap-

pened to get at least a statistic on results.

When Johnson & Johnson and Wildroot signed for alternate-week sponsorship on network TV of a new British-made film series on "Robin Hood," they flew some 60 American writers to England; showed them London; introduced them to the series' stars, and even took them to Sherwood Forest. An early count by J & J came to more than \$1 million "free space" for Robin in U.S. publications.

But this also prefaces a final warning:

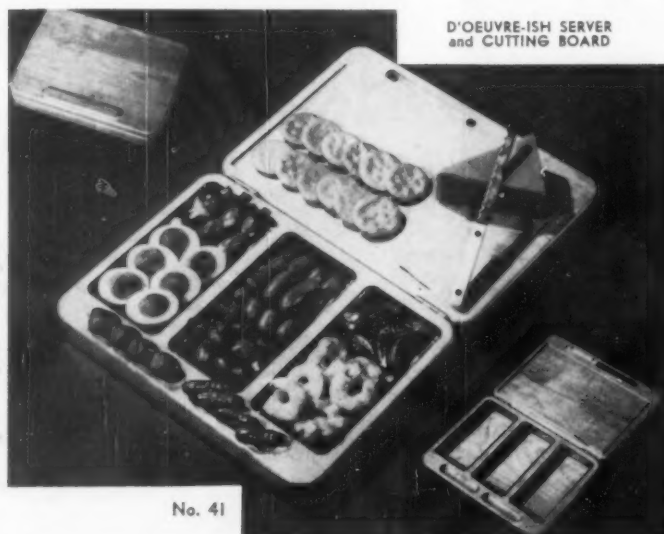
Don't measure your press party's success by "editorial inches." And *don't* drop from your next gathering the publications which failed to herald your last effort.

Worth-while publications subsist on more than free publicity. Your relations with them will grow as your news *earns* their space. Your public relations counts only when your company and its doings rate real respect in the right places.

Keep Your Friends Thinking of You the Year 'Round with These

New . . . Different . . . Business Gifts

Admired for Their Usefulness...Design...Quality

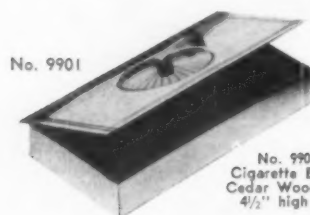


D'OEUVRE-ISH SERVER
and CUTTING BOARD

No. 41

A gift they (and you) will be proud of and gladly show to friends. In beautifully finished maple. Three hors d'oeuvres sections, each with glass liner. When open, cover serves as

cutting board. Includes serrated edge knife, held in place by magnetic holder. 13 1/2" long, 9 1/2" wide, 2" high when closed. 13 1/2" long, 19" wide, 1" high open, \$12.50 retail.



No. 9901

No. 9901 2-Pack
Cigarette Box, with
Cedar Wood Lining
4 1/2" high by 2 1/2"
\$13.50

No. 9902 (Not Shown)
4-Pack Box—10 1/2" by 4"—\$17.50

No. 9924
Lighter
4 1/2" high by
2 1/2"—\$15.50

No. 9903
Cigarette
Cup
3 1/2" high by
2 1/2"—\$9.00



No. 9903

No. 9924

All items are silverplate on copper with lifetime guarantee . . . and can be engraved.

All prices shown are retail. Write for catalog and quantity discounts.

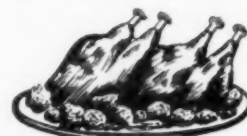
A. JOMPOLE CO. 391 Eighth Avenue, New York 1, N. Y.



There's Nothing More
Pleasing on the
Festive Table than
GOLDEN ROAST PHEASANT

unless it's

Lucky Star Ranch Pheasant



The Gift that Graciously Compliments
both Giver and Receiver

This year, give pheasant—the aristocrat of Christmas food gifts. And . . . for perfection in pheasant . . . make sure it's delicious Lucky Star Ranch pheasant.

Send the folks on your Christmas list a brace (hen and cock) of these wonderful birds—frozen, ready for oven, in distinctive Christmas package.

PRICE: \$10.50 f.o.b. Chaumont, N. Y. . . . \$7.50 on orders of more than one dozen braces.

Add This

EXTRA HOLIDAY TOUCH

A handsome ceramic salt and pepper . . . in hen and cock pheasant design . . . adds a delightful "garnish" to the pheasant. Included in any gift package for just \$1.00 additional.

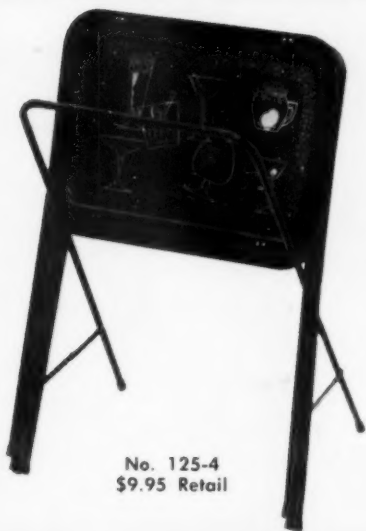
Solve your gift problem early, with great satisfaction. Write:

Lucky Star Ranch

Largest Hunting Preserve in the North
R. D. 1 CHAUMONT, N. Y.



SALES MANAGEMENT

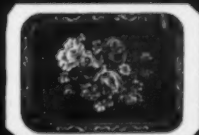


No. 125-4
\$9.95 Retail

be different this year

BUSINESS GIFTS by ASHBY

- Ashby Gifts are appreciated and used in client's home—they are constant reminders and bring attention to your firm even after business hours.
- Ashby Gifts look expensive—they're constructed with real craftsmanship—but cost less than many less impressive gifts you might give.
- Ashby Gifts are different, away from the run-of-the-mill holiday gifts. Packed in attractive mailing cartons. Mailed direct to your customers from your list or shipped to you for distribution.



No. 125-4 . . . TV Set includes 4 trays and stands with one stand acting as rack for set. Available with black or polished aluminum legs.

No. 250-4 . . . King-size Mobile TV Set . . . includes 4 trays and stands. Rolls anywhere, on supporting stand with rollaway holder casters. Black or aluminum legs.

Specify any of these attractive colorful designs when ordering either tray set or personalize with your own designs at slight extra cost.

Write for Discount
and Quantity Prices

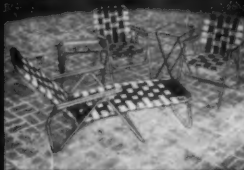
Order Today for
Holiday Delivery



No. 250-4
\$16.95 Retail

5 PC. PATIO SET

Luxurious 4 position lounge; 2 folding chairs, 2 colorful alcohol resistant folding snack trays. Packed one set to carton. No. 4400X \$34.95 Retail.



KIDDIE CHAIR & TABLE SET

Tot-sized upholstered chair and folding play tray in Western motif for boys. No. 280-20W, or No. 280-20D doll design for girls. A gift any parent will appreciate. \$4.98 Retail.



ADULT BRIDGE SET

4 folding chairs, and full size folding bridge table with stain resistant top. Gray with red upholstery No. 80/70, or black with charcoal No. 80/70 \$24.95 Retail.

PRODUCTS DIVISION

ASHBY

METAL FORMING CORP.
Manufacturers of
Outdoor Furniture, Housewares
and Novelties

1601 WOODSON ROAD
SAINT LOUIS, MISSOURI

Gift Gallery

Substantial
... \$10 to \$20



▲ CHINA pepper mill and salt shaker enhance fine dinnerware. Pheasant design in ware sepia tones; 6" high; fittings of 24-k. gold plate; mechanically guaranteed. In molded styrofoam gift box with a history of Lenox china. \$19.96. Lenox, Inc., Trenton 5, N. J.



◀ YEAR-ROUND grill allows charcoal cooking indoors as well as at outdoor barbecues. Black enamel grill with brass-finish legs and handles; distance from firebox to grid is adjustable. \$19.95. Electric spit attachment, \$17.95. Eclipse Metal Mfg. Corp., Eden, N. Y.



▲ LADY Sheaffers are said to be the first fountain pens designed as fashion accessories for women. Three in the line of 19 are (bottom) "tweed" pattern, \$10. Center, satin-finish, \$20. Top, "paisley" pattern, \$10. W. A. Sheaffer Pen Co., Ft. Madison, Iowa.



▲ ITALIAN LEATHER box, gold tooled, contains 200 chips, two decks of cards, five poker dice and five regular dice, pencils, score pads. Compact: 7 $\frac{3}{4}$ " x 7 $\frac{3}{4}$ ". In brown, green, maroon, red. \$12.95. Connoisseurs' Choice, Inc., Box 6, Long Island City 1, N. Y.



Check the gift you would be proud to give!



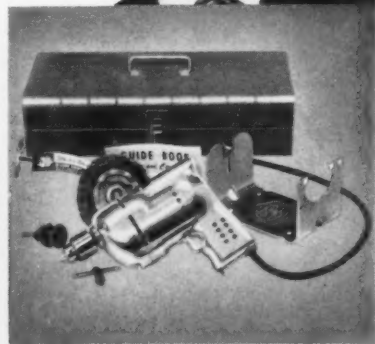
Check them *all*. These are famous Black & Decker quality products . . . the finest electric tools and attachments you can give. For full details on B&D Tools as business gifts, mail coupon below.



✓ WORLD-FAMOUS U-3 DRILL! With this power unit and attachments, you can drill, sand, trim hedges, mix paint, polish, buff, drive screws, clean off rust, do 1,001 different home jobs.



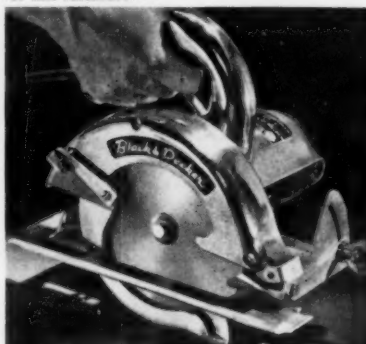
✓ NO. 44 SANDER for satin-smooth finishes. This Black & Decker Orbital Finishing Sander makes professionals out of amateurs. Does ten hours sanding in one hour. Safe for fine furniture.



✓ NEW U-108 1/4" UTILITY DRILL KIT! Economical package of Black & Decker's popular U-100 1/4" Drill and a wide assortment of drill accessories for dozens of jobs around the house.



✓ B&D U-10 JIG SAW makes intricate cuts. Does the work of a jig saw, sabre saw, key hole saw, plus most band saw operations. Complete with five different blades to cut almost any material.



✓ RUGGED NO. 63 CIRCULAR SAW! Simplifies any sawing job. Races through a 2x4 at a 45° angle with blade to spare. Powerful Black & Decker motor assures long life, faster cutting.



✓ AND FOR THE LADIES! Brand-new B&D Floor Polishing Attachment applies polish, buffs floors to gleaming finish. Operates with any 1/4" electric drill, easy to assemble, easy to use.

The name that makes
the gift mean more . . .

Black & Decker®

Towson 4, Md. World's Largest Maker of Electric Tools

THE BLACK & DECKER MFG. CO., Dept. SM, Towson 4, Md.

Gentlemen: Please send me full details on B&D Tools for Christmas gifts. Price range from \$.....to \$..... Approximate quantity.....

Name.....

Firm.....

Address.....

City.....Zone.....State.....



RUDE TO POINT?

NOT AT ALL!...

*When we're pointing out
lip-smacking family treats**

**PROUDLY GIVEN
WARMLY RECEIVED**



\$4.95

*** AND ...**

our manufacturers offer unusually generous quantity discounts.

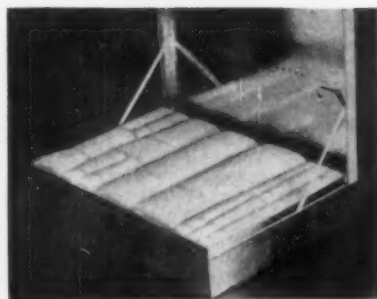
Gift Delicacies Div.

H. G. NORTON COMPANY

One Depot Plaza, Mamaroneck, New York

National Brokers: America's Finest Foods

**Gift
Gallery**



▲ **EXPRESS** coffee maker—home-size—brews with all the fine Italian flavor and speed of big restaurant machines. Plugs into any outlet. In five sizes, 2, 4, 6, 9, 12 cups, which are ready to serve in 3, 4, 5, 10, and 12 minutes. Swiss precision made for years of use. \$18.95 to \$35.95. Ascot International Co., 150 E. 43rd St., New York 17, N. Y.

◀ **HUSH-A-PHONE** gives privacy and quiet of a phone booth. Speaker may use a low voice, even a whisper, and be clearly heard. Surrounding noises are kept out of transmitter, with improved hearing at both ends of the line. Of black plastic; snaps on mouth-piece; 5 oz. \$10. Hush-A-Phone Corp., 65 Madison Ave., New York 16, N. Y.

◀ **SILKY SOFTNESS** are features of Patrician towel set. Long-stapled yarns of Egyptian cotton. Two each of bath and guest towels, four washcloths, six fingertip towels in silver presentation chest. Colors: white, blue, pink, lemon. \$17. Martex, 111 W. 40th St., New York 18, N. Y.



▲ **TARNISHPROOF** bar tools are housed in leather-like hinged chest. Included: ice tongs, corkscrew, bottle and can opener, cocktail shaker, muddler spoon, shot glasses. Mirror finish needs no polishing. \$15.95. Irvin Ware Co., 43-30 38th St., Long Island City 1, N. Y.

SALES MANAGEMENT



Only Kodak gifts have this "Open me first" tag—highlights the fact that picture-taking is a big part of Christmas fun! Brownie Starlet Camera—\$5.95 list.

"...Most successful employee Christmas gift ever!"—says *Nationwide Insurance Co.*

WITH many thousands of employees to consider, Nationwide Insurance Company has to keep holiday costs in line. Last Christmas, it chose Kodak's exciting value special—the Brownie Starlet Camera, a \$5.95 item that takes color slides, as well as snapshots—for its employee gift program.

In the words of Mr. E. J. Henry, Director of Employee Relations—"This Brownie Camera has the universal appeal and interest we were looking for!"

Employee reaction was immediate. They flocked to attend photographic classes sponsored by Nation-

wide... joined in a picture-taking contest organized by a Kodak dealer. And Nationwide's management knows its Christmas gifts are to this day providing hours of all-around family fun for employees!

Your holiday promotions, employee gift programs, business remembrances will build more year-round good will for your firm when you choose gifts and premiums from Kodak's full line of "most-wanted" cameras and outfits. Retail values from \$3.95 to \$850.

Learn how you can cash in on these popular Kodak premiums. Mail coupon today.

EASTMAN KODAK COMPANY . . . Rochester 4, N. Y.

MAIL COUPON TODAY

EASTMAN KODAK COMPANY
Premium Sales Department, Rochester 4, N. Y.

Prices are list and are
subject to change without notice.

GENTLEMEN: Please send me more details on promotion opportunities with Kodak premiums.

222-9

Name _____ Company _____

Position _____ Street _____

City, State _____

Kodak
TRADEMARK

Give Something For the FAMILY

A useful gift he will take home
means he'll remember you longer.



THERMO-FROST PICNIC BAG

Ideal for the whole family. This multi-color plaid bag is fiberglass insulated; zippered for easy access. Keeps hot foods hot and cold foods frosty cold.

Filled with cheese selections. Seven domestic spreads, tangy cheddar, Edam, Nord-ost, Smoky Mountain, Sellery, Provolone and Port Salut; Swiss tilsit and Swiss Caraway; six portions of Austrian Gruyere and six portions of Swiss Gruyere. Shipping Weight 4 Lbs.

2-5	6-11	12-99	100-199	200-over
\$6.40	6.28	5.75	5.60	5.17



THE AMERICANA BUCKET

A handsome early American metal-band bucket with a handy carrying handle. Maple finish gives it a smart look.

Contains a fine family treat. Boston Sugar Cookies, Pillow Mints, Napoleon Rum Cakes, 1 Lb. Fruit Cake, 1 Lb. Salted Mixed Nuts (no peanuts) and Peppermint Ice Cream Topping. Shipping Weight 12½ Lbs.

2-5	6-11	12-99	100-199	200-over
\$16.45	16.30	14.95	14.80	13.67



STAR FIRE CRYSTAL WITH SILVER SMOKING SETS

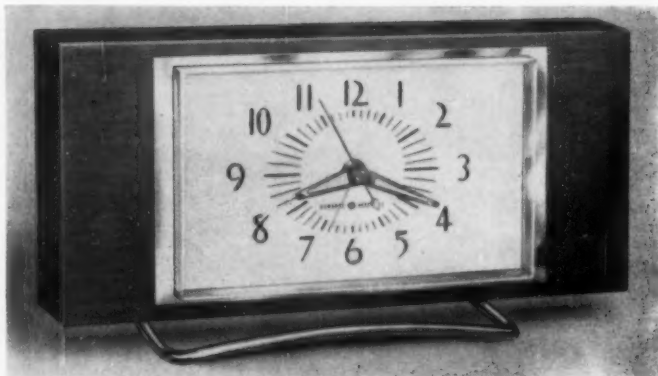
The perfect personal gift of good taste for Christmas. A gift that will be used for years to come. Shipping Weight 2 Lbs.

6	12	25	50	100
\$10.50	10.30	10.25	9.20	8.30

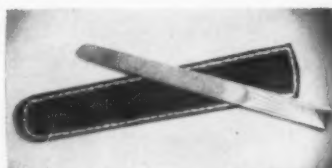
Shipped to your mailing list with postage and handling charges extra.

STANLEY - ROSE COMPANY

P. O. Box 1612, Mobile, Ala.



▲ AFRICAN mahogany case is highlighted by bezel, base, and sweep second hand of brass. Luminous brass hands; brown numerals; luminous hour markers. "Longwood" is the latest in the line of Telechron alarm clocks. \$19.95. General Electric Co., Clock & Timer Dept., Ashland, Mass.



▲ DE LUXE nail file is 14-k. gold to which diamond and sapphire crystals are bonded. Latter act as emery file, never wear out. Case is red or black genuine morocco leather with hand-tooled gold border. \$11. Marchal, Inc., 745 Fifth Ave., New York 22, N. Y.

**Gift
Gallery**



▲ BASKET-WEAVE blanket in multicolor block check pattern is bound in nylon satin; 100% pure wool. Colors: rose, yellow, walnut, blue, green. Twin-bed size: \$10.20; double-bed size: \$11.70 in dozen lots. North Star Blankets, Chatham Mfg. Co., 80 Worth St., New York 13, N. Y.

▼ **HANDMADE** of "the costliest steel ever used in cutlery," set consists of 3-in. paring knife and 7½-in. carving and serving knife. With solid walnut shelf for wall mounting. Blades hold surgical cutting edge; won't rust, stain. \$12.50. Gerber Legendary Blades, 1305 S.W. 12th Ave., Portland 1, Ore.



▼ **FOR HOBBYIST**, handyman, fisherman, kit contains needle-nose pliers to slip through small openings; diagonal cutter for tiny, tricky pin- or wire-cutting jobs; gripping pliers to hold small objects in close quarters. They are 4½" and 4¼" long; finished in chrome plate. In leather case. \$11.95. Snap-on Tools Corp., 8134 28th Ave., Kenosha, Wis.



you show your own good taste
when you send
**seltzer's
lebanon
bologna**

For folks take quite a fancy to Seltzer's smoked 'n spiced taste. Seltzer's, you see, is lean beef, lazily smoked over hickory. Stays fresh and succulent for weeks.

TASTE IT FIRST:

\$1 buys you this \$3.75 three pounder to sample—comes in Penna. Dutch design box. (Offer good thru Nov. 15, 1958). Please order on your company letterhead.

Turn your Christmas list over to us—write now for quantity prices:

SELTZER'S LEBANON BOLOGNA
Gift Division
PALMYRA, PA.

FOR *Everyone* ON THAT GIFT LIST!

Wondering what to give that important client, his wife, children or secretary? Need a sales stimulant for dealers or your own salesmen? Whatever your gift problem may be, select Burgess products. They're practical gifts of finest quality that serve as constant reminders of your thoughtfulness—demonstrate your high regard for the recipient. Buy **BURGESS LIGHTS** for gifts with a universal appeal!



CORROSION PROOF

BECAUSE OF SEPARATED HEAD AND BATTERY DESIGN.

Radars-Lights by BURGESS



Radars-Lite
40,000 candlepower beam with red emergency signal. Powerful leakproof battery.



Radars-Lamp
Perfect portable lantern that puts safe bright light where you are.



Radars-Bearcat
Rugged, compact focusing lantern designed with the outdoorsman in mind!



POCKET-PURSE LIGHT
Precision engineered. Choice of Oriental Red, Royal Blue, Jade Green. With or without key chain.



SATELLITE TORCHES
Three sizes including America's only 6 volt 4-cell searchlight, a 2-cell torch, and handy Junior model. Every desirable feature in one flashlight! Your customers will be proud to own one of these handsome torches!

PENLIGHT
Attractive penlight in choice of 4 colors: Sea Green, Magenta, Chrome or Black.

Distributor Inquiries Invited! Write Dept. WR:

BURGESS BATTERY COMPANY FREEPORT, ILLINOIS



ALL ITEMS POSTPAID

- *Turkey (Fresh 8-25 lbs.) ... 85c per lb.
- Smoked Turkey (5-20 lbs.)**
Ready to eat \$1.65 per lb.
- Smoked Turkey Roll (4-10 lbs.)**
Slice & Serve \$2.85 per lb.
- Smoked Turkey Sausage (2 lb.)**
For delicious hors d'oeuvres \$2.95
- Smoked Goose (5 lbs.) \$9.50**
- Smoked Cornish Game Hens**
Brace 3 lbs. \$8.95
- Brace of Pheasant**
*Fresh \$12.95
Smoked & cooked 14.95
- Brace of Duck**
*Fresh \$10.95
Smoked & cooked 12.95
- Smoked Ham (8-10 lbs.)**
Ready to eat \$13.50
- Slab Bacon (smoked—4 lbs.) ... \$4.60**
- 100% Pure Maple Syrup**
4 qt. cans \$9.95
- Buckwheat Flour**
2 (4 lb.) bags self rising \$2.95
- Patio Fruit Cake**
The very best—2½ lbs. \$4.25
- Assorted Cheese Pack \$4.50**

*East of Miss. Only on Fresh Meat

TURRILLS' PINELAND FARMS
Laughlintown, Pa.

- ☐ Ship items listed on attached letter.
- ☐ Send free catalog.
- ☐ Send quantity discount list.

Name

Firm

Address

City..... State.....

Gift Gallery



▲ **HALF-MILE** beam of Commando changes from spotlight to floodlight by turn of focus knob. Clip-on red flasher for walking protection; extension for emergency blinker on the road. Built-in shoulder strap; weighs 67 oz., with battery. Three models: \$9.50 to \$15.50 (less battery). Koehler Mfg. Co., Marlboro, Mass.



► **SNACK SERVER** in three pieces is of Vermont hardwood, hand turned. Largest tray is 12" in diameter. Holds cheese dips, sauces, potato chips, etc. \$10. Casual Living, Inc., 108 Chateaufort Ave., Larchmont, N. Y.



◀ **TRAV-L-BAR** holds two bottles snugly. Fitted with four aluminum 2-oz. shot glasses, mixing spoon, can and bottle opener, bone-handled corkscrew. Leatherlike exterior, plastic lining; brassed lock and key. Tan or ginger colors. \$12.75. Ever-Wear Trunk Works, Inc., 1210 S. Morgan St., Chicago 8, Ill.



▲ **DIAL** strength you prefer—mild to strong—and Royalmatic electric coffeemaker brews it just right. Shuts off automatically; maintains proper serving temperature. Capacity: 4-10 cups. Nickel and chrome plating over copper; Bakelite handle. \$29.95. Robeson-Rochester Corp., Rochester 1, N. Y.



▲ **CRISP** styrene shade complements rich-grained walnut of desk lamp. Swivel adjusts to any position; 12" high. Uses 60-watt bulbs. One-light, \$18.50; two-light, \$29.90. Lightolier, Jersey City 5, N. J.



▲ **INSTANT** line control is assured on the Pflueger 88 enclosed spinning reel. This is achieved by pressing plunger as the lure lands. \$19.95. Enterprise Mfg. Co., 110 N. Union St., Akron 9, Ohio.

SEPTEMBER 10, 1958



Cattaraugus "1876" 7 Piece Set In Cutting Board

This set consists of a beautiful selection of practical knives for the home kitchen. Reading from the top of the photograph there is a 9½ inch boner, 10½ inch fork, 14½ inch ham knife, 7 inch parer, 13½ inch slicer, 12 inch butcher and a 10½ inch utility knife. All are made of stainless steel, hollow ground and mirror polished. Blades are extremely sharp and will give perfect service. Handles are of staminawood in dark walnut finish. They will not chip or crack and are not affected by hot or cold water, soaps, detergents, fruit acids, etc. Each handle is securely attached by two silver compression rivets. Our entire set is mounted in 16 x 11¾ inch cutting board. When the board is turned over it presents a smooth cutting surface. The rubber feet at the corners hold the board in place, when in use as a cutting board. Beautiful, practical, fine quality.

We pack for individual mailing 5¼ pounds.

Shipped anywhere in the United States for \$10. Quantity prices on request.

CATTARAUGUS CUTLERY COMPANY, Little Valley, New York



SOLUTION!

Give the
Electric Eye Movie
Camera that sets itself
instantly, automatically,
continuously. Pushbutton
simplicity, Bell & Howell
quality, and 3-lens
versatility. Strictly
top echelon!



Bell & Howell

FINER PRODUCTS THROUGH IMAGINATION

With normal, wide-angle,
and telephoto lenses, \$159.95,
retail. Others from \$99.95.
Write now for details. 7190
McCormick Rd., Chicago 45.

Give Home Electricity from the Car Battery!



**110 Volt A.C.
right from a
6 or 12 Volt
car battery.**

Here's a new and different gift for the man who has everything. On business trips, while fishing or hunting, a Terado converter provides regular *home electricity* in the car. Operates everything from his electric shaver to a hi-fi set or portable TV . . . even a cocktail mixer.

Terado converters, plugged into the cigar lighter, change 6 or 12 volt direct current to 110 volt, 60 cycle alternating current. Models are available with capacities from 30 to 200 watts, priced as low as \$21.95.

terado Trav-Electric MOBILE POWER CONVERTERS

OFFER A.C. CURRENT FOR MANY
USES

Among the items now operating on electricity from Terado converters are hi-fi record players . . . radio . . . television . . . tape recorders . . . dictating machines . . . heat and massage pads . . . electric blankets . . . electric shavers . . . ham radio sets . . . power tools . . . soldering irons . . . and electric mixers.

Write direct for information and
quantity gift discounts.

terado COMPANY
Designers & Mfrs. of Electronic Equipment Since 1927

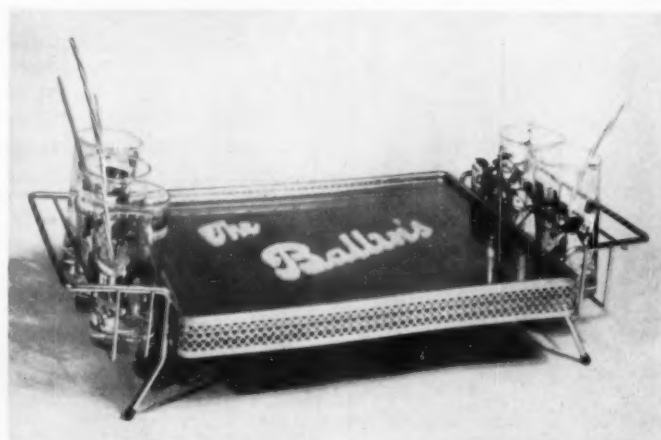
1061 Raymond Ave., Midway 6-2514, St. Paul 14, Minn.

IN CANADA: Atlas Radio Corporation Ltd.
50 Wingold Avenue • Toronto 10, Ontario



▲ CARVING knife and fork are inside hand-carved walnut case, held securely by small levers. Bronze trim; fine steel blade. Handmade in India. Set is 18" long. \$10.50. World Wide Shoppers, Box 9094A, Chattanooga 11, Tenn.

G
Gallery



▲ PERSONALIZED serving tray has recipient's name in contrasting wooden lettering under glass top. Walnut or natural veneer brass finish; rubber feet; 12" x 25". Side racks hold glasses \$10. Ply Line Co., 229 50th St., Brooklyn 20, N. Y.



► YACHTSMAN'S pail is brimful of party tidbits: cheeses, lobster, smoked oysters, trout pate, Norwegian shrimp, Portuguese boneless and skinless sardines, etc. Brass-bound cedar pail, 10-qt. capacity, is re-usable for magazines, kindling, ice or whatever. \$19.90. The Swiss Colony, 27 Cheese Row, Monroe, Wis.

NEW, NOVEL, DISTINCTIVE BUSINESS or PERSONAL GIFTS

From All Corners of the World!

SEND FOR OUR BIG
FREE CATALOG!



FISHING FLY DECANTER SET

Hand painted decanter set of fine Italian hand-blown glass, decorated with famous trout flies in full color. 6 glasses and decanter rimmed in gold make a rich presentation gift for any man. Stopper is ground. Makes serving liquor, brandy, whiskey, etc. a real occasion. Decanter is 8" high with 6 glasses. Gift boxed.

1-10 11-50 51-100 101-250 251-500

No. C116 Decanter Set \$4.95 4.50 4.35 4.20 4.00



BARMAN OPENER

Meet Mr. Barman, king of bottle openers! Stands 11 inches high. Turn screw into cork, pull down Mr. Barman's arms, and out pops the most stubborn cork. Head is a cap lifter. A real conversation piece wherever he goes. Carefully made for us in Italy of heavy cast aluminum. Gift boxed.

No. C100 Mr. Barman

1-10 11-50 51-100 101-250 251-500
\$3.95 3.50 3.25 3.00 2.85



EXPRESSO COFFEE SET

Introduce your friends and customers to Expresso Coffee, the favorite after-dinner drink of Europe. Our new Expresso maker gives the true, rich strong expresso flavor and automatically pours the coffee into these lovely expresso cups (included). One pound of our special expresso coffee is included in each set, as well as full instructions for use. 2 cup capacity.

1-10 11-50 51-100 101-250 251-500

No. C111 Expresso Set \$6.50 6.00 5.70 5.45 5.10



RULER SQUARE

Brand new way to draw perpendicular and parallel lines for forms, charts, layouts, etc. Uses optical prism principle—simple, foolproof. 8 inch clear Lucite ruler has prism running along entire length—draw right angles at any point. Full instructions and colorful sleeve. Mails anywhere for 4c (Mailable available 5c ea.). Your imprint free on orders of 100 or more.

No. C185 Ruler Square

1-10 50 100 250 500 1000 2500
90c 75c 65c 63c 59c 53c 48c

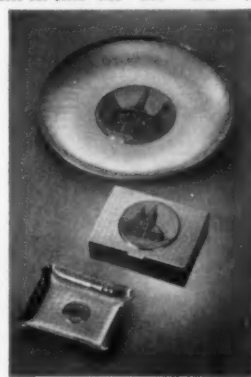


VIBRATING MASSAGE PILLOW

DeLuxe pillow massager makes you feel like a million. Relieves tension, helps you enjoy a priceless feeling of fitness. Practical and decorative. Use in the home, office, anywhere. 5 year guarantee. Complete with 8 foot cord, covered with a removable washable corduroy in turquoise, black, red, gold and cocoa.

1-10 11-24 25-49 50-99 100 and up

No. C186 8.95 ea. 8.45 ea. 7.95 ea. 7.50 ea. 7.15 ea.



SWISS ACCESSORIES

Swiss scenes decorate this group of lovely hand hammered aluminum accessories, hand polished to a bright luster. Designs are deeply embossed and antiqued for greater accent. Cigarette box 4 3/4" x 3 1/2". Matching ashtray 4 1/2" x 3 1/2". Round plate (may be used as wall plaque) is 10" diameter.

1-10 11-50 51-100 101-250 251-500

No. C128 Cigarette Box \$4.95 4.50 4.35 4.25 4.10

No. C129 Ash Tray 2.50 2.25 2.10 2.00 1.90

No. C130 Round Plate 4.95 4.50 4.35 4.25 4.10



**CHESSMAN
PEPPER MILL and
SALT SHAKER**

Combination Pepper Mill with a convenient salt shaker makes this new set an exciting gift. Styled after a chess piece in fine hand-rubbed chestnut wood. Mill is adjustable. Stands 6" high. Made in Italy. Gift boxed.

No. C101

1-10 \$4.50
11-50 4.25
51-100 4.10
101-250 3.85
251-500 3.60



THE GOLDEN RULE A combination ruler and paperweight in gold anodized aluminum, highly polished to a jeweler's finish. Two 12 inch scales in black. Your imprint free in quantities over 100. Smaller quantities imprinted for \$5.00 charge. A wonderful remembrance gift of lasting usefulness.

1-10 11-50 51-100 101-250 251-500 501-1000

No. C170 Golden Rule \$1.25 1.15 1.10 .97 .92 .88

CHARMS & COIN CO. DEPT. J-12
230 So. Franklin St., Chicago 6, Ill.

Please send me sample(s) of the item(s) I have checked at right on your guarantee of satisfaction or money refunded. I am enclosing payment (check or M.O.) in accordance with the "1 to 10" prices listed above. Please ship postpaid.

Name

Address

City and Zone State

() Send me your FREE Complete Catalog

☐ Decanter Set

No. C116

☐ Barman Opener

No. C100

☐ Expresso Set

No. C111

☐ Swiss Accessories

☐ Cigarette Box

No. C128

☐ Ash Tray

No. C129

☐ Round Plate

No. C130

☐ Massage Pillow

No. C186

☐ Ruler Square

No. C185

☐ Chessman Pepper

Mill—No. C101

☐ Golden Rule

No. C170

CHARMS & COIN CO. 230 S. Franklin St., Chicago 6, Ill.



Unusual

GIFTS

sure to please



- **ASH TRAYS**—unique ceramic designs, all sizes, shapes and prices.



- **GOURMET CARAFE**—a complete line of serving pieces in popular brown drip glaze.



- **COFFEE SAMOVAR**—28 cup capacity—Countrytime line designed by Ben Seibel—accessory pieces in yellow or gray.

Write for catalog and quantity prices.

The Pfaltzgraff
Pottery

YORK, PENNSYLVANIA

Potters since 1871

► **LIGHTWEIGHT** sport shirt is designed for Spring and Summer wear. Virgin wool; vented square tails; one pocket. In a variety of subdued plaids and pastel shades. \$17.50. Pendleton Woolen Mills, 218 S. W. Jefferson St., Portland 4, Ore.



Gift
Gallery



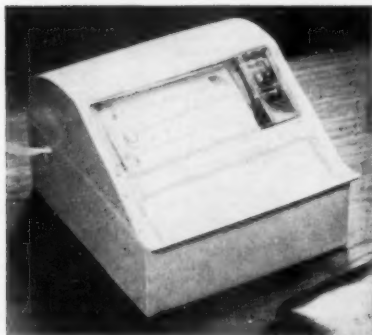
▲ **EASY-SET "Color Clipper"** takes dozen 2 1/4" square pictures on 120 roll film, in color or black-&-white. Eye-level finder; pullout front; double-exposure prevention. Gray and silver metal body. \$13.95. Ansco, Binghamton, N. Y.



▲ **SHARPENER** puts keen edge on knives and scissors of all sizes. Two overlapping wheels hollow grind both sides at once; geared motor turns slowly, cutlery won't heat up or lose temper. For use on table or wall mounted. AC, 115 volt; housing is black acetate, copper-plated switch slide. \$19.95. John Oster Mfg. Co., 5055 N. Lydell Ave., Milwaukee 17, Wis.



▲ **TIE PRESS** uses no heat or electricity, but takes out wrinkles in 24 hours. Made in England of sturdy plastic. In black, or red and silver-gray. \$12.50. Countess Mara, Inc., 338 Park Ave., New York 22, N. Y.



▲ **CALENDAR-CLOCK** automatically reminds you of holidays, appointments, etc. as roll unwinds day by day. Memos may be jotted down at any time. Clock is accurate timekeeper. Plugs into any AC outlet. May be imprinted. \$19.95. Vocaline Co. of America, Inc., Old Saybrook, Conn.

SEPTEMBER 10, 1958



Robbins FINE JEWELRY

FOR BUSINESS GIFTS

And for Advertising and Sales Promotion the year round.

Designed to your specification and manufactured to your order by skilled craftsmen.

Your ROBBINS representative will be pleased to submit designs and quotations without obligation.



ROBBINS offers a complete gift service, jewelry for personal use and unusual items for desk, office and home.

(Items shown reduced in size)

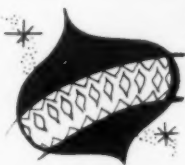
THE ROBBINS COMPANY

ATTLEBORO, MASS.

Atlanta • Chicago • Cincinnati •
Cleveland • Dallas • Hartford • Los
Angeles • New York • Philadelphia

"manufacturing jewelers since 1892"

DISTINCTIVE REMEMBRANCE



Gifts

FOR CUSTOMERS
SPECIAL ACCOUNTS
ASSOCIATES
STOCKHOLDERS
EMPLOYEES

FRESH-O-LATOR — KEEPS FOOD FRESH-N-CRISP

A new modern Food Humidor to keep foods crackling fresh even in soggy weather. Air-tight lid seals in freshness, seals out dampness, keeps crispness in crackers, cereals, pretzels, cookies, potato chips, etc. Coffee remains as fresh and aromatic as when it was ground. Can be used in or out of refrigerator. Polished aluminum. Four-quart size, \$3.29



24-CUP AUTOMATIC HOME PERCOLATOR

This fully automatic electric percolator takes only 20 minutes to brew 24 cups of delicious coffee, using regular home 110-120 AC outlet. Automatically switches to low heat keeping coffee hot until served. Dual thermostats prevent element from burning out. Heavy polished aluminum, with black anodized cover and base. Stands 13 inches high, only 8 inches in diameter, \$29.95

There are literally hundreds of Enterprise quality aluminum items appropriate for your special needs.

The Enterprise Aluminum Co.
231 Oberlin Road
Massillon, Ohio

I am interested in the following for Christmas Gifts:

☐ Fresh-O-lator ☐ Automatic Home Percolator ☐ Other Alum. Items

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

**The ENTERPRISE
ALUMINUM CO.**
231 Oberlin Rd.
Massillon, Ohio

SEE RAY "The Bucket King" FOR YOUR BEST BUY!

Largest line of high quality
Ice Buckets in low price range to
make the best impression.

B-508 ALUMINUM ANSONIA ICE BUCKET

Exquisitely finished,
heavy gauge alumi-
num, glass fibre in-
sulated. An excep-
tional buy for a 5
quart capacity. Stately
in appearance, it
makes an expensive
looking gift.

RETAIL \$8.00
JOBBER'S PRICE \$3.50



HB-504 WINE CHILLER ICE BUCKET

This man size 4 quart capacity Ice Bucket
made of heavy gauge hammered aluminum
is glass fibre insulated. Aristocratic Bail
Handle.

RETAIL \$5.50 JOBBER'S PRICE \$2.35

B-503 Dual-Purpose JUMBO ICE BUCKET

This beautifully ham-
mered heavy gauge
aluminum Ice Bucket,
with bail handle acts
as a wine chiller.
Glass fibre insulated,
it has 3½ quart
capacity. RETAIL \$5.00
JOBBER'S PRICE \$2.15



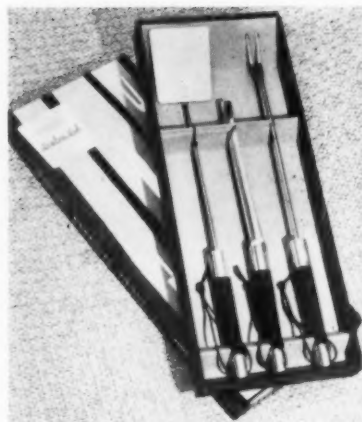
WP-18 7 PIECE BEVERAGE SET

Beautiful hammered aluminum pitcher,
with six 12 oz. tumblers. An exceptional
value. RETAIL \$3.50 JOBBER'S PRICE \$1.50

Write for catalog of other numbers.

RAY Control Co.
244 Fifth Avenue, • New York 1, N. Y.

Gift Gallery



▲ ELEGANT barbecue tools are of
stainless steel, black wooden handles,
black leather thongs Called Androck
"Guardmen," set has fork, turner,
chef's knife. \$14.95. Washburn Co., 28
Union St., Worcester 8, Mass.



◀ RED FLASHER may be used up-
right or folded down over handle.
Thermal flasher unit is in the bulb,
no separate flashing mechanism.
Powerful white light operates in-
dependently. Lamp to battery contacts
are pressure type, no wires to connect.
\$12.95 without batteries; U-C-Lite Mfg.
Co., 1050 W. Hubbard St., Chicago 22.



▲ SINGLE KNOB turns table radio on-off, controls volume. Built-in
antenna; four tubes plus rectifier; tuning range: 540-1,600 kilocycles;
AC-DC; 11" long, 6½" high. Plastic cabinet (in pink, white, beige)
has color molded all the way through, no paint to chip or wear off.
\$19.95. Radio Receiver Div., General Electric Co., Bridgeport 2, Conn.



MAKE IT "his"!
UNUSUAL

Personalized

GIFTS BY CLAYTON

Send business gifts with a personal flavor this Christmas. Choose from this stand-out assortment of 16 personalized remembrances by CLAYTON . . . sure to please "him," "his children," "his wife," "his family." Write today for quantity prices.

For Him



His Own "Overnight Parker" DRESSER DE-MESSER
No grumbling and fumbling for collar stays, rings, watch, loose change, etc. They'll be conveniently parked in this ceramic replica of a tie and collar. First Name handpointed 5" diameter. P 395, Retail \$1.95



THE WALLET YOU CAN'T LOSE!
Name and address richly embossed in 22K gold leaf on front, with dated postmark over an actual stamp. Rich brown leatherette with snap closure: plenty of room for everything. 3 1/2" x 7" long. P 397, Retail \$2.95



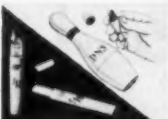
DESK PEN SET
Solid walnut, 6" x 3 1/2". Handpointed in 24 Kt. gold. Complete with black ebony ball point pen and holder. Any date is included as the postmark. Show name and address of donor and recipient with date desired. P 403, Retail \$2.95



ACCESSORY BRUSH
Nylon bristle clothes brush is monogrammed with 2 or 3 initials. Accessory box built in top stores jewelry, etc. Brown leather, saddle stitched and lined with green velvet. P 391, Retail \$3.50



MONOGRAMMED GOLD COLLAR STAYS
Won't bend, rust, or break. Beautifully styled and plated in 18 Kt. gold, they fit any collar. A fine and unusual gift. Each pair comes in a genuine alligator gift case. P 399, Retail \$1.00



DISTINCTIVELY SHAPED LIGHTERS
Miniature bowling pin and a slim lighter is the size of a cigarette. Can be kept in cigarette pack. White enamel with a brass tip. Guaranteed. P 393 Cig. lighter, Retail \$1.25 P 394 Pin lighter, Retail \$1.25



ON-THE-GREEN BALL MARKER
Bright silver color tombstone shaped marker has words "Here Lies", followed by golfer's name handsomely engraved. Lies flat on green. Comes in attractive leatherette case. 1 1/4" wide x 5/8" P 407, Retail \$1.00

For His Children



THE BOOK THAT TALKS
A different animal speaks to child from every page! Story has sounds to fit words. Cows MooOO, etc. Press entire book, all sing chorus. Child's name handpointed P 312, Retail \$1.00



KIDDE SCARF AND CAP SET
100% wool. Scarf 47" long, and Cap is stretchable so one size fits all. White scarf with red fringe; cap is white with red tassel. Any child's first name embroidered in red on cap and scarf, as shown. Completely washable. P 404, Retail \$2.95 Set



SANTA TALKS TO CHILD . . .
and calls him by name! Imagine the thrill child will receive when he hears Santa speaking to him personally. Watch Junior's eyes pop as Santa calls him by name. Each name individually recorded. Unbreakable r.p.m. 78 P 397, Retail \$1.00

For His Wife



SWEATER COLLAR
Embroidered in red with ANY name or two or three initials. It changes old blouses and sweaters into exciting newcomers. Yoke of collar fits snugly under sweater or blouse . . . holds collar in place. White pique. P 398, Retail \$1.98



CALENDAR TOWEL
Brilliant four color scene and calendar are printed on the 100% imported Belgian linen towel. Name artistically embroidered in contrasting colors. Wooden staff and golden tasseled cord for hanging. 16" P 401, Retail \$1.50



NEVER-IRON MONOGRAMMED BLOUSE
The perfect addition to skirt-slacks-shorts wardrobe. Blend of dacron and cotton, dips clean, dries with never a wrinkle. Smart convertible Italian collar with roll-up sleeves. Any 2 or 3 initials or first name embroidered. P 406, Retail \$7.95

For His Family



SIGNATURE TRAY
Keeps a permanent memento of guests' names when they sign this delightful tray. Name and address handpointed on mail box. 13"x18" tray has colored design on white background. Colorfast. With pen and permanent ink. P 405, Retail \$2.98



LI'L PUP ASHTRAY
Stays with you always because he's a cute bean-bag ash tray. Won't slip off, no matter where you put him. Floppy ears and sad button eyes will give you a chuckle every time. Made of colorful tartan plaid. NP 392, Retail \$1.00



Made To Your Order SERVING TRAY
Nostalgic Gay Nineties couple on metal tray are identified with his and her first names. Last name hand-lettered as shown. Colorfast 9" x 15". P 396, Retail \$1.98



Clayton Specialty Mfg. Co.

1255 So. Wabash Ave., Chicago 5, Ill.
Phone Webster 9-2010

MAIL COUPON
for quantity prices
and add'l information

CLAYTON SPECIALTY MFG. CO.
1255 So. Wabash Ave., Chicago 5, Ill.

Please send details on personalized items checked at right.

NAME _____
TITLE _____
FIRM _____
ADDRESS _____
CITY, STATE _____

- | | | |
|--------------------------|-------------------------|-------------|
| <input type="checkbox"/> | P 395 Dresser De-Messer | Ret. \$1.95 |
| <input type="checkbox"/> | P 397 Wallet | Ret. \$2.95 |
| <input type="checkbox"/> | P 403 Desk Pen Set | Ret. \$2.95 |
| <input type="checkbox"/> | P 391 Accessory Brush | Ret. \$3.50 |
| <input type="checkbox"/> | P 399 Gold Collar Stays | Ret. \$1.00 |
| <input type="checkbox"/> | P 393 Cigarette Lighter | Ret. \$1.25 |
| <input type="checkbox"/> | P 394 Pin Lighter | Ret. \$1.25 |
| <input type="checkbox"/> | P 407 Ball Marker | Ret. \$1.00 |
| <input type="checkbox"/> | P 312 Talking Book | Ret. \$1.00 |
| <input type="checkbox"/> | P 404 Scarf & Cap Set | Ret. \$2.95 |
| <input type="checkbox"/> | P 397 Santa Record | Ret. \$1.00 |
| <input type="checkbox"/> | P 398 Sweater Collar | Ret. \$1.98 |
| <input type="checkbox"/> | P 401 Calendar Towel | Ret. \$1.50 |
| <input type="checkbox"/> | P 406 Blouse | Ret. \$7.95 |
| <input type="checkbox"/> | P 405 Signature Tray | Ret. \$2.98 |
| <input type="checkbox"/> | NP 392 Pup Ashtray | Ret. \$1.00 |
| <input type="checkbox"/> | P 396 Serving Tray | Ret. \$1.98 |

STANLEY TOOLS as executive gifts



"Citation" No. 574 Retail Value \$18.70



"Medallion" No. 573 Retail Value \$10.40

A man appreciates a gift he can use. And these are tools he can use in gift settings that delight the eye. They're really beautiful, with polished steel and lustrous wood gleaming against a background of soft, rich fabric. They're new and different...and they're Stanley. Take a look at them.

Give a man a man's gift. It's an added compliment. Give him a set of these fascinating and different new Stanley tools. For details and quotations write Special Sales Department, Stanley Tools, Division of The Stanley Works, 709 Elm St., New Britain, Conn. We'll enclose a copy of our new 1958 Premium Catalog.



STANLEY

The Tool Box of the World

Gift Gallery



▲ VERSATILE salad cutter slices, grates, crumbs, even peels fruits and vegetables. Chrome polished aluminum; cutter cones never need sharpening. Five-cone set pictured, \$18.95; three-cone set, \$14.95. Wells Specialty Co., Dept. SM, North Liberty, Ind.

Give a *Choice* for Christmas

You choose the price—

Pick your price and we mail gift-greeting folders (inscribed with your name). The choices come back to us and we mail the gifts (again, in *your* name). Cost includes everything: hand addressing and inscribing; all wrapping, mail, postage and insurance; all taxes and a gift of *guaranteed* satisfaction.

\$ 4.85
5.25
7.45
9.80
12.30
14.60
19.45
24.40
40.00
60.00

He'll choose the gift—

The gift-greeting folder holds an 8-page booklet picturing and describing 10 to 14 gifts of the price group you selected. He checks his choice on the postpaid Certif-A-Card and returns it to us. This freedom to select is half the fun of getting—and the gift is *sure* to please.

As the original plan of this kind, Certif-A-Gift has exclusive rights to many quality names.

Kodak
Fostoria
Sheaffer
Orrefors
Fieldcrest
Taylor
Longines
Troy Robes
Hudson Bay
Gorham
Robeson
Springfield
Doppelt

the
Certif-A-Gift company

829 Chicago
Avenue
Evanston,
Illinois

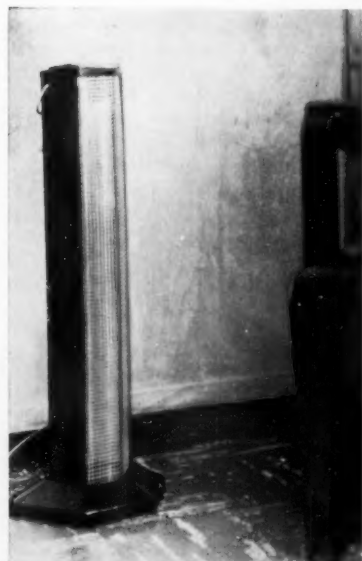
Shop Early—write
today for catalog



▲ REVOLVING stool for bar or kitchen is 30" high. Upholstered in durable plastic in red, yellow, charcoal, mocha colors. Legs and frame in tan, ebony, or chrome finish \$14.95; without back, \$12.95. Hamilton Mfg. Corp., Columbus, Ind.



▲ **GIANT** numbers of "Strato Flight" bath scale are easy to read. Space-saving shape hugs wall, never slips. Wide platform may be mounted from any direction, comes in choice of six colors. Of steel, gold-finish, chrome trim \$17.50. Borg-Erickson Corp., 1133 N. Kilbourn Ave., Chicago 51, Ill.



▲ **PORTABLE HEATER** needs only 9 square inches of space in bathroom, bedroom, etc. Lightweight; 28" high; AC. Infra-red heat is quick, safe. Midnight blue with gold anodized aluminum grille \$12.95. Thermador Electrical Mfg. Co., 5119 District Blvd., Los Angeles 22, Calif.

THE MOST EXTRAVAGANT GIFT YOU CAN GIVE COSTS ABOUT \$5



THE GREAT WESTERN CHRISTMAS CHAMPAGNE foursome is truly a magnificent gift... the fabulous champagne that's been America's favorite since 1860. So appropriate for everyone on your list, Great Western Champagne is a delight that will long be remembered. Choose the 4-split gift box or other beautiful packages now. For further information write GREAT WESTERN PRODUCERS, INC., 120 E. 56 ST., N. Y. 22

Give Gifts FOR WHICH YOU'LL BE Remembered!



PFLUEGER SUPREME

The aristocrat of bait casting reels. Treasured by both experts and novices.

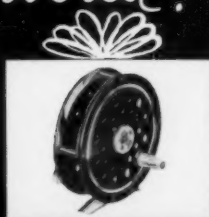
\$37.50



PFLUEGER "88"

Pflueger's best push-button enclosed spinning reel. Exclusive feature of instant line control.

\$19.95



PFLUEGER MEDALIST

The most widely used single-action fly reel known. Patented drag works only when line is going out. Six sizes and models.

\$9.00 - \$16.50



PFLUEGER PELICAN

Best open face spinning reel. Smooth drag, high quality finish and construction.

\$24.95



MATCHED PFLUEGER KITS

Reels - Rods
Lines - Misc.

No. 440 Pflueger Supreme Kit	\$62.50
No. 441 Pflueger Skulkast Kit	34.50
No. 442 Pflueger Trusty Kit	15.95
No. 443 Pflueger Pelican Kit	58.95
No. 444 Pflueger Freespeed Kit	35.95
No. 445 Pflueger "88" Kit	34.95
No. 446 Pflueger Medalist Kit	43.50

PFLUEGER

Pronounced "Flew-ger"

THE ENTERPRISE MFG. CO., AKRON 9, OHIO

WRITE FOR TRADE CATALOG AND MORE INFORMATION, DEPT. 00

a **GREAT** gift at a **SMALL** price!

This handsome, modern-styled Autopoint PENSETTE desk ensemble is an appreciated gift.

- Modern styling
- New telephone colors
- Triple ink capacity
- Writes 3 times longer
- Printed with your message
- Gift packaged



ONLY
\$150

RETAIL LIST
— less in quantities

For further information write:

DEPT. 910

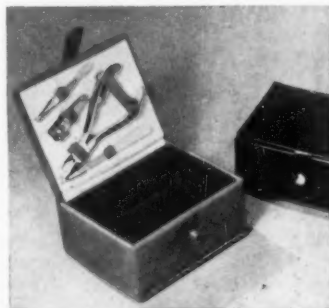
Autopoint CO.

Division of Cory Corp.

3200 W. Peterson Avenue

Chicago 45, Illinois

Gift
Gallery



▲ **HANDMADE** stud box is fitted with toenail clipper, tweezer, nail clip, nail file of polished nickel plate. In tan or brown saddle leather; contrasting velvet lining; 4" x 5" x 2" deep. \$20. C. J. Bates & Son, Chester, Conn.

For the Executive and his Family

a prestige GIFT

HAMMOND'S WORLD ATLAS

CLASSICS EDITION

Superbly Bound — Tooled in 24K Gold. Morocco grained backbone — White antiqued Saddle Bindings. 1957 Edition — all the latest boundary changes, complete world coverage—375 maps—290 in full color—291 striking photographs—131 Historical maps recording the changes in international boundaries since the dawn of history—a \$25.00 value.

QUANTITY PRICES

2-24	\$7.25
25-99	7.15
Over 100..	7.00

More than 400 pages

Large Size--12½x9½inches

Can be personalized at a small additional cost.

C. S. HAMMOND & CO. Dept. M

MAPLEWOOD, NEW JERSEY

Map Publishers since 1900

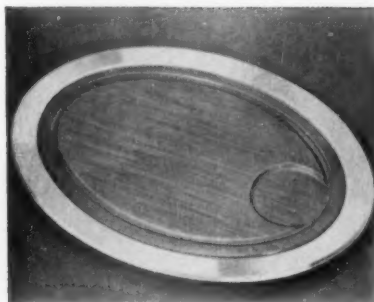
Sample books will be sent upon request and billed at the quantity price — \$7.25. Full return privilege.



▲ **SHAVER**, battery powered, may be used anywhere. Weighing only 6¼ oz., it has a light touch, shaving closely. Small in size, it fits into briefcase, auto glove compartment, etc. With leather case, \$16.95 Landers, Frary & Clark, New Britain, Conn.



▲ **PITCHER-TOP** of electric blender may be used for serving, storing in refrigerator, or separately. Removable cap permits adding ingredients without stopping blending. Two speeds; 80,000 cutting edges a minute. \$17.50. Brother International Corp., 122 W. 27th St., New York 1, N. Y.



▲ **SERVING** tray of heavyweight stainless hollowware has removable wooden insert. Well at side. They may be used together or separately. Stainless ware needs no polishing. In various sizes from \$12. Dept. 137, Oneida Silveramiths, Oneida, N. Y.

PICK UP THE GREATEST GIFT YOU CAN GIVE TODAY!



THE GREAT WESTERN CHRISTMAS WINE CELLAR will delight everyone with its full dozen of marvelous assorted still wines plus Great Western Champagne, Sparkling Burgundy and exquisite Pink Champagne. The handsome wood wine rack is a fine permanent addition to any home. Under \$34 complete in states where legal. For further information write

GREAT WESTERN PRODUCERS, INC., 120 E. 56 ST., N. Y. 22

Seasons' Greetings!

Now, it's so easy to extend the Season's best wishes to the many people you'd like to remember in some way this Christmas. Beautifully boxed . . . each gold anodized aluminum drink measure is imprinted "For Men Only" on the bottom and graduated with one and two ounce markings. Yours to give for only a dollar. Sold in dozen set quantities only \$12 per dozen.

Aluminum Specialty Co
DEPT. S, Manitowoc, Wisconsin

Enclosed find check for \$_____. Please ship me _____ dozen "For Men Only" drink measure sets.

Name _____

Company _____

Address _____

City and State _____

Aluminum Specialty Company
Manitowoc, Wisconsin

A gift to please . . .

WISCONSIN CHEESE

PACK No. 9

Postpaid \$3.25

Eight of Wisconsin's famous cheeses packed in a cute little re-usable gift box. Our Box O' Treats is indeed a rare treat for anyone on your gift list.

SHIPPING WEIGHT 1½ LBS.

1. Enclose check or money order.
2. Safe arrival guaranteed.



PACK No. 1

Postpaid \$5.25

An especially popular assortment of Wisconsin's Finest Cheese. This pack contains five liberal portions of Alpine Brand Cheese . . . Aged Swiss, Brick, Baby Gouda, Dessert and Smoked cheese. A truly taste satisfying selection.

SHIPPING WEIGHT 4 LBS.

Free PLASTIC CHEESE PRESERVER BAG AND BEAUTIFUL BROCHURE SENT ON REQUEST:

MEMBER WIS. GIFT CHEESE SHIPPERS ASSOCIATION
THE SWISS CHEESE SHOP
BOX 4296 • MONROE, WISCONSIN

THIS YEAR GIVE THEM SOMETHING REALLY DIFFERENT!

EXCLUSIVE REMINDER TIMER

pocket size personal alarm

Ideal for business associates, salesmen, etc.

Times anything, from taking pills to public speaking.



Lists for \$9.95 each
Your prices for gift giving

Quantity	Price
lots of 12	\$5.00 ea
gross	4.50 ea
250	4.25 ea
500	4.00 ea
1,000	3.70 ea

Send \$5.00 for one sample TIMER with complete instructions.

SURPRISE GIFTS, INC.

381 Fourth Ave., New York 16, N. Y. • Dept. SM-9

SQUIER'S VERMONT

GRADE A - 100% PURE
MAPLE SYRUP

the Perfect Gift!

- Hot-packed Half-Gallons . . . \$3.50
 - Vacuum-sealed Quarts . . . \$2.00
 - Safe to store anywhere Pints . . . \$1.25
- Many firms ship our syrup to their gift lists annually.
F.O.B. Waterbury, Vt. Check with order, please
Beautiful Lithographed Containers—Gift Cards
Easy to refrigerate when opened.

Order forms will be rushed showing shipping charges to all states.
MONEY BACK GUARANTEE OF SATISFACTION
NO ORDER TOO LARGE, NONE TOO SMALL

L.E. & G.R. SQUIER, Waterbury 4, Vermont



▲ **TRAV-ELECTRIC** shaver plugs into car battery, may be used anywhere on the road for a fast, clean shave. In sturdy carrying case. \$12.95. Dept. B, Terado Co., 1068 Raymond Ave., St. Paul 14, Minn.



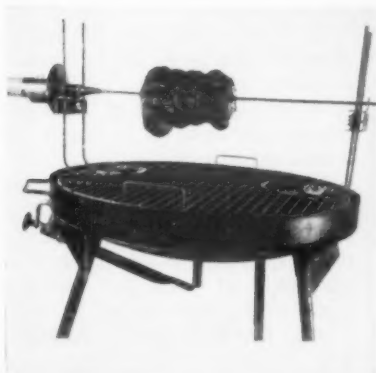
▲ **PICNIC KIT** consists of simulated leather zippered case, two food boxes, two 1-qt. vacuum bottles. \$17.95. Bottles separately are \$4.95 each. American Thermos Products Co., Norwich, Conn.



▲ **PERSONALIZED** serving cart has recipient's name in raised wood lettering under the top glass shelf. Lucite wheels roll smoothly to patio, dining room, etc. Brass-plated satin-finished metal; 30" high, 27" long, 15" wide. \$20. Halvin Co., 170 Fifth Ave., New York 10, N. Y.

SALES MANAGEMENT

▼ ROTISSERIE clamps to any barbeque grill (as here), or may be used over a campfire or indoor fireplace. Revolves roasts, wieners, marshmallows, etc. for slow, even cooking. Light, compact, durable. Powered by two flashlight batteries, \$19.95. Accessories, at extra cost, include popcorn popper, hamburger basket, AC electric unit. Saber Que, 5132 Shaw Ave., St. Louis 10, Mo.



Gift
Gallery

▼ TAVERN SIGNS on drinking glasses are conversation-makers. Included in the 12 different signs are "The Quiet Woman," "The Bull and Mouth," "Three Fools," all in bright colors. Explanatory pamphlet with each set. Highball, 14 oz. size, \$15; 9 oz., \$12. Plummer, 734 Fifth Ave., New York 19, N. Y.



GIFT GALLERY continues on page 196

SEPTEMBER 10, 1958

THE GIFT THAT'S
TWICE AS
ELEGANT
COSTS
ABOUT
\$8.50



THE GREAT WESTERN CHRISTMAS CHAMPAGNE PACKAGE is a really gala gift... bringing the champagne America loves best. So appropriate for everyone on your list, Great Western is a delight that will long be remembered. Choose the handsome 2 bottle gift pack (full 4/5 qts.) or other beautiful packages now. For further information write GREAT WESTERN PRODUCERS, INC., 120 E. 56 ST., N. Y. 22

For those l-e-n-g-t-h-y gift lists...

"Cocktails
for Two"

DRINK SWIRLER

Now you can remember all of your business friends for little more than a good greeting card. Douglas seamless glass is decorated in 22-karat gold and, for future gift occasions, is backed by a complete matching line of Stove to Table perks, tea-makers, beverage servers, carafes and cocktail mixer-decanter. All individually boxed... ready to mail!



Serves
4 to 8
Cocktails
with ice

REG. \$200 VALUE

\$100 each

MAIL COUPON TODAY!

david douglas
& co., inc.
Manitowoc, Wisconsin

DAVID DOUGLAS & CO., INC.,
Dept. L, 1322 S. 26th St., Manitowoc, Wis.

☐ I would prefer a company sample first. Enclosed find \$1.00.

Enclosed find check for \$____. Please ship me _____ dozen Drink Swirlers @ \$12.00 per dozen.

Name _____

Company _____

Address _____

City _____

State _____

Sales Management

can deliver...

NEW MAPS FOR MARKET PLANNING



Sales Management's big six-color 1958 County Outline Retail Sales Map, the only such map devised for sales and advertising executives, shows 1957 retail sales, 1958 population — and more:

- All Metro County Areas clearly defined.
- county names in large, legible type.
- counties with retail sales of \$100 million or more shaded in red.
- counties with retail sales of from \$50 million to \$100 million shaded in green.
- counties with retail sales of from \$25 million to \$50 million shaded in yellow.
- counties with retail sales of from \$10 million to \$25 million shaded in blue.
- 1,137 cities with retail sales of \$25 million or more, with population indicated.
- enlarged projections of all congested, small-county areas, showing county lines, names.
- all counties with 1957 per family retail sales higher than national average clearly shown.
- 339 counties in which retail sales have increased 15% or more since 1954.

Sales Management's County Outline Retail Sales Map, 27"x41", is available now, will be tremendously helpful to you for immediate and future sales and advertising planning. Mailed post-paid.

Price: \$3.50 for single copy; \$3.00 each for two or more.

Write:

Sales Management
THE MAGAZINE OF MARKETING

386 Fourth Avenue, New York 16, N. Y.

B

usiness Gifts

(Continued from page 21)

but the trend toward more expensive gifts is widespread. A greater number of gifts were in the higher-price groups than in former surveys. Still, the average remains at a modest figure—about \$10.

Those Dollar Totals

Low-priced gifts are largest in numbers. In dollars, of course, they are overshadowed by more-expensive items. The 615 companies bought in these percentages:

Up to \$2	7.7%
\$2.01 to \$5	17.2
\$5.01 to \$10	28.7
\$10.01 to \$20	15.1
\$20.01 to \$50	16.9
More than \$50	14.2

Dividing the total number of gifts and awards (484,854) by the 615 responding companies shows the following in each price class:

Up to \$2	337
\$2.01 to \$5	212
\$5.01 to \$10	166
\$10.01 to \$20	44
\$20.01 to \$50	21
More than \$50	8

Such a neat statistical grouping is, in fact, out of the question. Some companies buy only one product at one price. Others scatter their purchases through the six price brackets, and in varied quantities.

A half dozen questionnaires taken at random illustrate the diversity:

For gifts around the calendar a big Philadelphia manufacturer bought 3,300 products at up to \$2; 1,700 at \$2.01 to \$5; 4,000 at \$5.01 to \$10; 150 at \$10.01 to \$20; 25 at \$20.01 to \$50. The products included Dazey ice crushers; Zippo lighters; Cross pen and pencil sets; Pickett & Eckel slide rules.

Spending \$500, a West Coast firm got 250 packages of Mission Pak dates.

A St. Louis brewery gave customers and distributor salesmen 2,750 gifts of Dirilyte flatware.

Orders for 1,000 ceramic jugs of preserves (at up to \$2 each) were placed with the House of Webster by a Michigan company. Plus 200 choose-your-own gift catalogs, at \$10.01 to \$20.

In Chicago a laundry-appliance maker used 1,000 gifts at \$2.01 to \$5; 200 at \$20.01 to \$50; 325 at more than \$50. Included were watches, and coats for wives of winners of a sales contest.

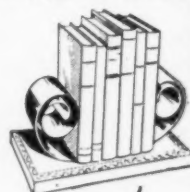
Five hundred Armour hams, at \$5.01 to \$10, and 125 Faribo "Pak-A-Robes," at \$10.01 to \$20, were sent to employees and customers of an Ohio manufacturer.

Advertising agencies and sellers of gift wares frequently say to

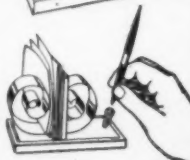
NEW! SALES BOOSTERS THAT MAKE & HOLD BUSINESS

AMAZING SPRING COILS AUTOMATICALLY ROLL IN OR OUT

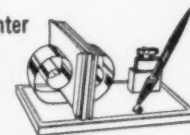
Spring-Tite
Book Rack
FOR
Books, Catalogs,
Magazines



Spring-Tite, Jr.
Pen-Set
Magically Holds
Mail, Memos,
Booklets



Spring-Tite, Lighter
Pen-Set
Practical Desk-Set
with Pen and
Handy Lighter



All Items Imprintable
Win Friends! Outstanding... Unusual
Christmas and Incentive Merchandise
from \$1.00 up.

WRITE FOR COMPLETE CATALOG

BETTER LIVING INDUSTRIES

297 CHURCH ST. N. Y. C. 3, N. Y.

SALES MANAGEMENT

OUTSTANDING!

as a PREMIUM,
a PRIZE,
or BUSINESS GIFT!

For your customer's wife



SHREDS • SLICES • GRATES

SLICE, SERVE, STORE OR COOK...

...ALL IN ONE DISH...

NORM TRIPLETT

Marketing Manager of Triplet Electrical Instrument Co., says:
"We received more favorable comments on Rapid Salad Sets than any gift items we ever used."

It is a pleasure to make slaw, salads, desserts, relishes, soup, sliced potatoes, shredded cheese, etc. with a Rapid Salad Set. Top quality material throughout. Unconditionally guaranteed for 10 years.

No. 58—Consists of fine shredder, medium shredder, one combination slicer and grater, Safety Guard and Glass baking dish. Packaged in an Attractive Gift Box. Price is \$2.95.

QUANTITY DISCOUNTS FOR SHIPMENTS TO ONE ADDRESS

12 to 24	\$2.50 ea.
25 to 49	\$2.25 ea.
50 to 99	\$2.00 ea.
100 or more	\$1.80 ea.

BLUFFTON SLAW CUTTER CO. BLUFFTON, OHIO

For the perfect gift... that is different!

KitchenAid® electric housewares

The KitchenAid Food Preparer

...is the only mixer that has the "round-the-bowl" mixing action that guarantees ingredients will be mixed as thoroughly at bowl edge as at center. Quality-made by Hobart, this food preparer assures consistent, true-to-recipe results always. But it is more than just a mixer. A full line of KitchenAid attachments transforms it quickly into a vegetable shredder, strainer, slicer, food and meat chopper—even an electric can-opener.

Give a KitchenAid mixer as a base gift...the attachments themselves are ideal for future occasions.



The KitchenAid Electric Coffee Mill

...assures fresh coffee with full flavor and aroma. At the flip of a switch whole-bean coffee is ground evenly for delicious, fragrant coffee at great savings.

Either of these KitchenAid products is available in a wide range of beautiful pastel colors, white, copper or satin chrome. For prompt information, mail the coupon today!

KitchenAid®

The Finest Made...by



The World's Largest Manufacturer of
Food, Kitchen and Dishwashing Machines

KitchenAid Electric Housewares Division
The Hobart Manufacturing Company, Dept. KSM
Troy, Ohio

- ☐ Please send information on KitchenAid Food Preparer.
☐ Please send information on KitchenAid Electric Coffee Mill.

Name.....

Firm Name.....

Address.....

City.....Zone.....State.....

SALES MANAGEMENT editors, "What is the typical business-gift order? What is the average price?"

After quoting from a "typical" batch of questionnaires—those cited above, for instance—the editors can reply only:

"Please tell us!"

Each organization has different aims, different methods of handling its relations with workers, customers, and corporate friends. Strictly speaking, none can be crammed into a composite or "typical" mold.

"The gift for use by a recipient's family and friends, implying thoughtfulness without obligation, seems to us the best way to say 'Merry Christmas!'" comments W. J. Davis, sales v.-p., Rhineland Paper Co., Rhineland, Wis.

An Atlanta, Ga., vice-president agrees with a proviso:

"Gifts for the home seem to be more appreciated. However, we give a personal item, such as a leather wallet, about every fifth year."

Ralph Blackmore, sales manager, Northwestern Glass Co., Seattle, reports: "Customer reception was good for desk calendar pads (by Nascon)."

The three comments reflect the order of popularity of types of gifts. Replying to the question, "Do you prefer to give items for office, personal, home (family) use?" 830 executives said:

Office	99	11.9%
Personal	294	35.4
Home (family)	633	76.2

Numbers and percentages don't add up properly because some respondents checked more than one: "Home for employee, office for customers," and so on.

Standby or Novelty?

Is it better to send a well-liked product year after year, or switch to something new every season?

Excluding 29 "No answers," respondents said:

Same	322	39.4%
Change	495	60.5

These percentages are identical with the survey last year. In 1955

Send a gift they can't buy in a store!

... in an elegant antiqued metal TREASURE CHEST!

Our finest Cheddar in years. Selected from the choicest output of DAIRYLEA's master cheesemakers in Upstate New York, famous for old-fashioned "country store" cheddar.

1. **CHEST-O'-CHEDDAR** (illus). 8 oz. Cheddar Wedge mild; 8 oz. Wedge sage; 6 oz. jar Spread; 8 oz. Party Roll (regular); 8 oz. Party Roll (smoky); 20 oz. piece rindless Cheddar, 13 1/2 oz. Wedge sharp. In beautiful Treasure Chest. \$5.95

2. **LOAF-O'-CHEDDAR**. Approximately 2 1/2 lbs. \$2.00

3. **TWIN LOAF-O'-CHEDDAR**. Two loaves wrapped separately, 5 lbs. \$3.95

4. **WHEEL-O'-CHEDDAR**. Wax coated; can be aged to any desired sharpness. Not less than 5 lbs. \$4.75

NOTE: West of Mississippi, South of Washington, D.C., add 60c to each selection, except item No. 2, add only 25c.

Gift-Wrapped. By Postpaid Mail. All in special gift carton or wrappings. Your gift card, or ours, enclosed. Send gift list with check or money order. No C.O.D.'s. Proper delivery by postpaid mail guaranteed. Christmas delivery on orders received by December 10th.

Naturally-Aged
Connoisseur Quality
N. Y. STATE
Cheddar Cheese



- Quantity Discounts on orders of 10 or more.
- Order today to be assured that your Christmas greetings will be received on time.

DAIRYLEA 400 Park St., Room 31, Syracuse, N. Y.



'ON THE BALL' That's what your customers will say about you when they receive this unique new Asam Golf Ball Monogrammer... the quality business gift that says "personally yours." New inkless process permanently engraves bright red, 3-initial, monograms. Hand-somely finished in sparkling chrome.

A beautiful gift... distinctively packaged. Sure to make a lasting impression on your customers and friends. Order today! \$4.95 each; 12 or more, \$4.50 each; 25 to 100, \$3.95 each; 100 or more, \$3.50 each.

NOTE: Postpaid return card is enclosed with each box for recipient to send for personalized monogram. If desired, personalized monograms will be enclosed in each box as per list of initials furnished with order.

ASAM PRODUCTS • 1600 W. Fort Street, Detroit 16, Michigan

Distinguished Gifts

by **ABBOTT**



QUALITY SUPPLIER TO THE BANKING FIELD FOR A HALF CENTURY.

- BEAUTIFUL!
- USEFUL!
- PERSONALIZED!

Soft, satin-finished chrome or lustrous brass base combined with ebony, walnut and mahogany colored formica name plate enhances any desk with permanent beauty. Hand finishing and tooling assures individual perfection. Complete facilities guarantees delivery. Prices range from \$5 to \$25. Send for brochure today.

ABBOTT COIN COUNTER CO.

Dept. H.

143rd-144th STREETS & WALES AVE.
NEW YORK 54, N. Y., U. S. A.

SALES MANAGEMENT



NEW BUSINESS GIFT WITH DOUBLE VALUES

practical **AND** beautiful
for him **AND** for her

in 24K gold plate or chrome
—packaged home tool kit...
in many sizes, from 1 to 10 tools.
And, the tools "most used"
around the house, surveys show.
Prices from \$4.95 up to \$49.95
for the large gold plated kit. A
life-time remembrance skillfully
designed and attractively pack-
aged. Whether for good will, for
incentives, or for appreciation,
here is a honey! Write for cata-
log and discount.

CONSOLIDATED TOOL COMPANY

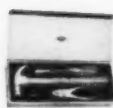
2209 Santa Fe Avenue
Los Angeles 58, California
Subsidiary of Pendleton Tool Industries



K-1



XG-1



XG-2



S-1



S-4



S-3



S-2



S-5

the percentage for changing gifts was 65, and 70 in 1954. Apparently in the last two years more companies have found presents that meet with favor, and are continuing to use them.

Diaries, memo pads, and calendars were particularly mentioned as good "repeaters."

Even more often repeat gifts go to employees. They can count on a holiday turkey, fruit or cheese assortment. But Ralph Blackmore, of

Northwestern Glass, cautions: repetition can become monotonous. Northwestern has bestowed hams on employees for many years. "We may change this year to avoid the expected."

Several respondents noted that they gave the same type of gift each year, but change the actual item: Scotch, then bourbon, then wine. Or a salad bowl, followed by a pepper mill, and then a condiment set, for example.

Combining repeat value with freshness, a Michigan box company has "given 16 closely graded apples for the past 25 years. This affords us an opportunity to show our package-designing ability at the same time we say 'Thank you for your patronage.'"

Apply a Yardstick

It is far more trouble to choose a number of presents than to pick one for all recipients. A majority of executives believe it is worth the extra time and possible expense.

To the question, "Do you use the same gift for all, or grade the list for customers, employees, etc., according to some kind of yardstick?" they replied:

Same to all	355	43.6%
Grade	459	56.3
No answer	32	

"Same to employees, grade to customers," "Grade special smaller list, same to general list," and similar comments were made.

Probably some of the "No answers" to this and the previous



**FOR THOSE VERY IMPORTANT PEOPLE
ON YOUR CHRISTMAS LIST . . . Give
something delicious . . . something different!**

MAKE IT a family gift of award winning "ORINDA" olives from California — big, tender, juicy, flavorful (low-caloried, too!) Eleven tins and jars of luscious ripe, green-ripe and unusual olive specialties for the cocktail hour, after school snacks, meal-time delicacies. Beautifully packed. Carefully packaged for individual prepaid delivery before Christmas. Send us your list of names, addresses. We will make your complete Christmas mailing for you. We'll

enclose a Christmas card with your name handwritten—or use your own card if you supply. Minimum order 5 boxes at \$6.95 per box, individually delivered anywhere in U. S. A.; 50 to 200 boxes at \$6.60; 200 or more boxes at \$6.44. 2% discount for cash with order. Additional 1% discount for orders received by October 31st. Special prices for quantity delivery to one address. *Order now or write at once for further information.*

IRA O. WELL • 89 Orinda Way, Orinda, Calif.

Olive Growers and Packers for 39 Years

References: DUN & BRADSTREET; AMERICAN TRUST COMPANY, Orinda, Calif.; or inquire of your own bank.

Auto clothes rack

Hangs on hooks already in car



Fits any car

HIGHLY PRIZED BUSINESS GIFT

Business men everywhere are finding AUTO-BAR the answer to their need for a unique and useful Christmas gift. Made of strong aircraft aluminum. Does not obstruct rear view nor interfere with opening of doors. Truly the perfect auto clothes rack. Packed in colorful individual cartons, a dozen to shipping case. List price \$3.95.

QUANTITY PRICES

12	36	72	1 gross or more
\$3.25 ea.	\$3.15 ea.	\$3.00 ea.	\$2.80 ea.

Shipping charges prepaid. Terms 1% 10 days—not 30. For direct shipment to your gift list (in individual shipping cartons, parcel post charges prepaid), add 40¢ each to the above prices. Order today and be ready with a useful and appreciated Christmas gift.

GOODE PRODUCTS CO.
7544 Maie Avenue, Los Angeles 1, Calif.

SALES MANAGEMENT

For Christmas...

DOPP presents your favorite gifts

in luxurious LIFETIME leathers

You may be sure that a handsome gift in luxurious soft, supple, leather, bearing the prestige DOPP label, will make the good impression you hope for . . . bring you "thank-you" notes of appreciation.

Make your shopping easy by conveniently choosing these deluxe leather favorites from your nearby DOPP dealer.

On Christmas orders, special "quantity prices" are available. See your DOPP dealer, or write for complete information and dealer's name.

Leather Wallet

Smart gift folds with an air of elegance. Deluxe stitchless construction with secret pockets, removable pass cases. Also super thin models. Luxury leathers in assorted colors. \$5.00 to \$35.00*



Women's French Purse

A place for everything—currency pocket with removal slot, lined coin pouch, charge-plate pocket, spare key holder, removable photo holder. Topgrain Cowhide with stitchless exterior, in choice of pastels, red or navy. \$5.00 to \$7.50*



Attache Case

Impeccably crafted portable secretary which can also double as an overnight case. Roomy, richly detailed in supple new Mellow Touch Cowhide. \$38.50 to \$45.00*. Other models and leathers, \$18.50 to \$36.95*



Flapped Envelope Bag

With envelope closing and lock. A quick-to-get-at bag for business papers. So soft it can be rolled up for desk-drawer storage. Soft Mellow Touch Cowhide. Also available with zippered top. \$8.50 to \$15.50*



Dopp Kit

Traveler's choice for toiletry needs. Opens wide, stays open, closes snug and flat, thanks to its bellows action. Styled in many rich leathers and colors. \$5.95 to \$12.95*



Dopp Air Traveler

Popular large capacity overnigher holds four or more shirts, socks, underwear, slippers, toilet articles and then some. \$22.50 to \$24.95*



Roll-Kit

(Combination Travel Kit-Bottle Protector)—Soft Mellow Touch Cowhide Case with foam rubber lining that holds and protects a "fifth" size bottle. Case may also be used as an unfitted travel kit. \$5.95*



Dopp Party Flask

Slim Mellow Touch Cowhide Case holds an 8-oz. silvered flask with shot-size top, plus two additional stainless steel cups that fit into zippered pocket at bottom. \$7.50*



Dopp Flask Set

Saddle-stitched, shoulder-strapped deluxe Topgrain Cowhide Case with a camera-case "look." Carry the "makings" for mixed drinks in the two 8-oz. silvered flasks, with shot-size tops and 4 unbreakable nesting cups. \$14.95*

*ALL PRICES PLUS FEDERAL EXCISE TAX
Charles Doppelt & Co., Inc., 2024 S. Wabash, Chicago 16
OR YOUR LOCAL DOPP DEALER

question are owing to the fact that salesmen are in sole charge of gifts in those companies. Executives filling in the questionnaires apparently don't know at the time how their men decide.

Not Only Christmas

Close to half (46.9%) of all business gifts are presented throughout the year. (In dollar volume, Christmas is a long way ahead.)

Asked, "What are the occasions?" management men voted for sales and other contests by a land-

slide majority. Excluding such competitions, additional gift-times mentioned in the questionnaire in order of rank are:

1. Long-service awards
2. Customer anniversaries (corporate and personal)
3. Employees' birthdays
4. Thanksgiving
5. Company anniversaries
6. Easter
7. Employees' weddings
8. Meetings, conventions, shows
9. Plant and office visitors
10. Sales calls

11. Outings, parties
12. Seasonal, "Spring," etc.
13. Sickness
14. Retirements

Watches, pins, and other symbols of long service are standard awards to employees in most companies. Presentation usually takes place at a dinner or luncheon with appropriate fanfare. Small in numbers, these awards are fairly expensive.

Enthusiastic endorsement of gifts at customers' birthdays was registered by many executives. "Our customers are delighted to be remembered on their birthdays," says a California sales manager, "and we are pleased that we shifted from Christmas."

Concurring, the vice-president of an Arkansas company stresses the personal factor: "A birthday token from a salesman who knows his customer's preferences is very effective."

Employees' birthdays, wedding anniversaries, and their children's milestones are remembered with greeting cards by A. Samuels, president,

FINEST GIFT UNDER \$5!



HOUSE OF EDGEWORTH

EXECUTIVE GIFT PACK

Here's a luxurious gift that complements the taste of your client, prospect or employee. Both pipe and tobacco are *top quality*. The gift contains an "Executive Pipe"—custom built for this offer from special imported Briar with hand-rubbed finish and hand-cut bit. You also get six pouches of Edgeworth Executive Mixture—heat-sealed to stay fresh—the most luxurious blend you can give or smoke. It's made by Larus & Brother Company, Inc., famous for fine tobacco products since 1877. The Executive Mixture Gift Pack costs only \$3 or \$3.25, depending on quantity, so you can readily afford to give this prestige quality item.

JUST \$3 each - 48 or over
\$3.25 each - less than 48

Above are delivered prices to one addressee. Mailed to individuals with your card enclosed, add 25c for each unit.

\$5.30	Pipe	\$3.50
VALUE	Tobacco	\$1.80
	Total Value	\$5.30

Larus & Brother Company, Inc.
Drawer 6-S, Dept. M, Richmond, Virginia
Please send _____ Executive Gift Packs.
My check (or money order) is enclosed.
Please ship in time to arrive by _____.
I understand that satisfaction is guaranteed.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

THE PERFECT GIFT

for anyone with
a fireplace



COLONIAL FIRE FORK

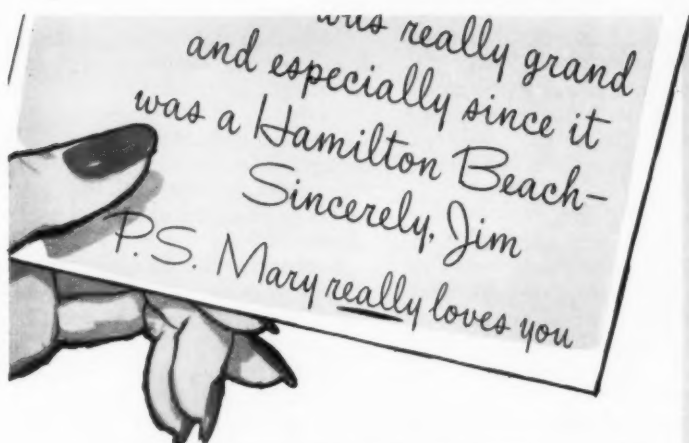
ONLY \$6.95

POSTAGE PAID (IN U.S.A.)

Delightful gift for anyone with a fireplace. Length: 34". Wrought iron tongs. Clear ash handle. Proper balance and curve for safe, easy handling of burning logs without disturbing fire.



Send check or money order to
AMERICAN LOGGING TOOL CORP.
Dept. F Evart, Mich.



...for lasting appreciation
of your Christmas gift...
—give the finest!

HAMILTON BEACH CUSTOM APPLIANCES

Hamilton Beach products are not only made by people who care, but bought by those who insist on only the finest—for their own use and for important gift giving. Only Hamilton Beach appliances offer top styling and dependability, plus five full service-free years of guaranteed operation.



Guaranteed
4 years longer
because
they're built
4 times better.

*Important people deserve the
extra thought and consideration
that Hamilton Beach
appliances represent.*



BLENDER. It chops, blends, mixes. Makes wonderful mixed drinks and exotic new dishes in minutes... (1/4 HP 2 speed motor really does the job.)



TOASTER. Pops up extra high... no burnt fingers. Double thermostat. Extra wide slots. Toasts English Muffins, party rye and waffles.

For complete details, please contact Dept. G.

© 1958 HAMILTON BEACH COMPANY, A division of SCOVILL Mfg. Co., Racine, Wis.



MIXETTE. Beats everything in its class for beauty. 3 speed switch in handle. Positive beater ejector. Stands on end. Comes in 5 colors.



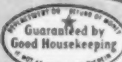
MIXER. Mixes everything with its 10 speed easy-to-read mix guide. New chiming cake-mix timer. Available in chrome or white.



ELECTRIC FRY PAN. The only fry pan that bakes. Doubles as a saucepan. It's immersible. Free 3-piece utensil set.



ELECTRIC BLANKET. Exclusive "sleepin' Beacon" control lets you fine tune the temperature without fumbling for the lights. Beautiful gift package.



Automatic Devices Co., Allentown, Pa.

A Midwest firm goes a step farther with birthday toys for employees' young children. "The cost is trifling, yet the friendliness engendered is priceless, we firmly believe," says the executive vice-president.

"Since our area is the second largest cranberry producer in the country," the sales manager of a Wisconsin company explains, "we selected this item as one that is different. The cranberry harvest co-

incides with Thanksgiving, and the berries are at their peak flavor.

"As the cost of our gift is nominal, we consider it promotes smooth customer relations, and does not have to compete with Christmas packages."

Nearly every firm that eschews Christmas gifts, or supplements them with gifts at other times, seeks to stand out from the crowd. Because the percentage of "at times other than Christmas" has risen sharply in recent years, the policy is apparently successful.



"YOUR RUBY GRAPEFRUIT ARE A SURPRISE AND A DELIGHT."

"They have spoiled us for any other kind of grapefruit."

"I had never tasted a really GOOD grapefruit before."

"They are not only delicious. They are one of the few real delicacies native to America."

It's discouraging to have folks say things like that about my fruit, and especially just ordinary folks like a housewife, a president of a glass making outfit, and a banker. I'm the one that's supposed to do the bragging, and not the customers, and when they outbrag me about my own fruit it's enough to give a Texan an inferior complex. If you insist on knowing who they are, drop me a line and I'll tell you.

The last one I don't mind so much, because Silas Spitzer wrote that, and writ-

ing's his business. He writes a lot in *Holiday* magazine about fine foods and \$20-a-meal restaurants and so on. He's one of the first customers I had, and a lot of them have sent their friends Ruby grapefruit every Christmas since 1945, besides buying it for themselves. A couple of business concerns have sent boxes every two weeks of every season since then, and quite a few others have started since that time. I'll give you their names, too, if you'll write me.

A gift that gets bragged on, and stuck to like that, ought to be a good buy for you, too.

Why? Because you'll get full value for the money you spend. All your friends, and their families too, will appreciate it more and remember it longer than gadgets they can't use, and commonplace stuff they already got plenty of, or else can get for themselves a dozen places if they want it. And it's an extra good gift any time that you can't make an individual pick for everybody on your list.

But mainly it's because Ruby grapefruit, or Rubies and big juicy oranges are

more than just a gift. Like the lady said, "They're a surprise and a delight." Your gift will be a new experience that will spoil your friends for any other kind of grapefruit, because Rubies don't have to be buried under a layer of sugar before you can eat them. They have a mild, naturally sweet flavor and a bright red color that makes them look as pretty as they taste. That's why the *Saturday Evening Post* ran a feature story about them called "Nature's Million Dollar Mistake."

COST?

Gift boxes, all dressed up for Christmas, from \$3 to about \$15 for the largest, express prepaid; or up to \$100 or so for a "Thanksgiving through March" supply. Also in fancy imported baskets, and with extras like fruit cake and citrus jellies if you want them. Sounds good, doesn't it? Then don't put it off. Write or wire me right now for pictures, prices and all the rest.



WYNN BURTON
Paint Pony Orchard
HARLINGEN, TEXAS

More than any other single executive, the sales manager is responsible for gift appropriations.

Often he alone designates the amount for both employees and customers. Generally, he works with the president, vice-president, and others in fixing the sum. It's a team decision.

Replying to the question, "What is the title of the executive who decides how much is to be spent?", 779 companies reported:

Sales Manager	286	36.7%
Vice-President,		
Sales or Exec.	216	27.7
President	214	27.4
General Manager	68	8.7
Committee	39	5.0
Treasurer	25	3.2
Branch or Division Manager	17	2.1
Salesmen	16	2.0
Advertising Manager	6	0.7
Others	21	2.7

Percentages exceed 100 because many respondents indicated "Sales Manager plus President," "V.-P. and President," etc.



Chief Red-E-Stik has spoken. And his braves are on the warpath to help you win the fight for more wampum in your wigwam...with Red-E-Stik pressure-sensitive labeling. These self-adhesive labels enable you to cut costs, save time, boost sales, end waste. They can be used to simplify and speed every phase of your operation. Here's why each dollar for Red-E-Stik is a buck well spent...

Stop To stop shoppers, your best bet is a package with impulse-buying appeal...a Red-E-Stik label with built-in impulse-impact. We create them for all package types...any size, shape, color...sheets, rolls, singles.

Sell Red-E-Stik labels and signs drive home your story at the P-O-P. For use on plastics, film, glass, metal and wood, Red-E-Stik needs no water, heat, or glue. Just peel and press...even faster by machine.

Satisfy Use Red-E-Stik labels to instruct, guarantee, warn...to keep buyers sold, up repeat sales, cut returns. They can't curl or crawl...stay neat and clean. Call, write for samples and Idea Kit of Red-E-Stik solutions to problems like yours.



SALES MANAGEMENT



A BRAND NEW IDEA IN APPOINTMENT BOOKS

Here is the ideal gift for your business and professional friends. Luxuriously bound in an embossed simulated leather cover, printed in gold, it says better than mere words, "We thank you for your patronage in the past and hope to have the pleasure of serving you in the future."

You know from experience that a personal gift to your associates is one of the best investments any firm can make. It should be distinctive in appearance, attractive, economical and useful. The **VISIBLE WEEK APPOINTMENT BOOK** is just such a gift, that keeps on giving every day of the year. Each time this cleverly designed book is used you will be remembered for your thoughtfulness.

An Entire Week's Appointments Are Visible At A Glance

Every half hour of the working week is visible, from 8:00 A.M. to 9:00 P.M. with additional space for notes. The **VISIBLE WEEK APPOINTMENT BOOK** is compact measuring 8 1/2" x 8 3/4" x 3/8" thick. It is easily filed and maintains a permanent record of the year's appointments.

REX Publishing Company

3039 Davison Avenue, West
Detroit 38, Michigan

THE GIFT YOUR CUSTOMERS WILL CHERISH EVERY DAY OF THE YEAR!

The pages lie perfectly flat for ease in writing. Additional pages in the back provide space for memoranda, anniversaries and birthdays, insurance records, addresses and phone numbers.

FREE CHOICE OF GOLD STAMPING OR IMPRINTING

On orders of 12 or more **Visible Week Books** we will gold stamp your firm ad (up to four lines of copy) on the cover of each book . . . OR . . . if you prefer, you may have your firm ad imprinted on the title page (up to five lines of copy) at NO extra cost. These are both dignified yet highly effective methods of reminding the recipient of your name every day of the year and will pay you handsome dividends in good will.

ORDER NOW FOR TIMELY DELIVERY

As each order is made expressly for you, it is advisable to send your order to us as soon as possible. Please enclose your copy for gold stamping or the message to be imprinted on the title page with your order. Your **VISIBLE WEEK APPOINTMENT BOOKS**, each individually packaged in a corrugated carton ready for mailing will be shipped to you in plenty of time for gift giving.

PRICES

1-11	\$2.25	200-299	1.40
12-24	2.00	300-399	1.35
25-49	1.75	400-499	1.30
50-99	1.50	500-999	1.25
100-199	1.45	1000 or more	1.20

Prices quoted on request for additional imprinting or the insertion of extra pages of advertising material. Gold stamping of individual names twenty-five cents each.

F.O.B. DETROIT

Included in "Others" are office managers, sales promotion managers, personnel managers, and secretaries.

The percentage for sales managers increased 3% over last year.

Who Picks the Gift?

After the budget is set the sales manager's role becomes even more important. In most companies he combs the market, selects one or several presents, determines who is on the list and for what.

Naturally, he confers with associates, especially with his sales staff. "Gift suggestions come from everybody," says a Rhode Island sales chief. "All during the year we gather ideas, put them in a file, and sift them when we are ready to order about September 15."

With 77 not answering, the remaining 769 companies said that items to be given are decided by:

Sales Manager	332	43.1%
Vice-President	177	23.0
President	146	18.9

Salesmen	58	7.5
General Manager	55	7.1
Committee	40	5.2
Branch or Division Manager	20	2.6
"Management"	15	1.9
Advertising Mgr.	13	1.6
Treasurer	11	1.4
Sales Promotion Mgr.	9	1.1
Sales Dept.	6	0.7
Others	24	3.1

As previously noted, salesmen in 45.5% of the companies responding send gifts in their names for which the companies pay. And 8.9% split the costs with salesmen. In most such instances, salesmen designate the item and recipient.

Through close association the salesman knows that Customer A. prefers Canadian whiskey, Customer B. dislikes cheese, Customer C. needs a reliable pen. Attention to these personal aspects pays off in cordiality over the long pull.

Order in the Fall

With the largest quantities of giftwares bought for Christmas, ven-

business card caddy



with alphabetical guides

*handsome,
practical
desk aid*

MODEL 103
—HOLDS
750
CARDS

\$2⁴⁹

◀ Model 102—Holds 1000 Cards
—\$2.98

Available with
company name
or trademark.
Write for illustrated
brochure and
quantity prices.
We mail for you,
handle entire list.

Smart, thoughtful way to remember business friends. CARD CADDY in handsome black and gold finish adjusts instantly to hold few or many cards. Neatly solves the problem of keeping business cards, finding them when you want them! Has variety of other uses too. With 3 1/2" x 2" index cards it's convenient for telephone numbers, mailing lists, inventory, hobby, professional data. CATALOG FREE! THE HAHN CO., 2311 FOX HILLS DRIVE, LOS ANGELES 64, CALIFORNIA.

Send for this unique collection of

KAUKAUNA KLUB

**CHEESE GIFTS
with all-family appeal**



"Kaukauna Klub" signifies the finest quality in Cheese! It's the prestige name that labels your gift extra special. Any man welcomes a Kaukauna Cheese Gift... and it is a family wide delight too! One of the first Gift Cheese packagers, Kaukauna offers assortments to meet any price or size requirement. Our new Gift Booklet presents creations born of long experience in servicing the needs of thousands of Gift buyers... scores of highly popular selections plus many new Re-

useable package ideas. We guarantee delivery and condition of shipments. Get our 1958 color Gift Booklet now... or tell us your special requirements... learn why large and small buyers turn to Kaukauna every year!

**KAUKAUNA DAIRY CO.
GIFT DEPT., KAUKAUNA, WIS.**

Kaukauna Dairy Co., Gift Dept.
Kaukauna, Wis.

Send new 1958 Gift Package Brochure.

NAME

ADDRESS

Lovelier, tastier salads
with the fresh garden-goodness locked in



the luxurious

Holiday

slices, grates, chops, scallops, shoestrings

A memorable gift that delivers dozens of exciting new salad combinations, seasoned with sparkling eye appeal and wholesome flavor. The amazing Holiday salad cutter prepares vegetables, fruits and nuts in a twinkling, holds the crisp, natural goodness. Replaces dozens of kitchen utensils, yet so simple a child can operate it. Beautifully finished in polished aluminum. Fully guaranteed.

5-cone Holiday set
(as illustrated)

\$18.95

3-cone Holiday set
(thin slicer, shoestring, shredder)

\$14.95

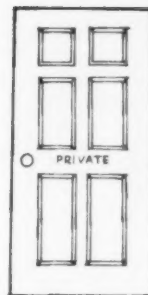
Prices shown are at regular retail. Information on substantial savings possible through quantity discounts will be forwarded on request.

Write or Phone

WELLS ALUMINUM CORP.
North Liberty, Indiana

SALES MANAGEMENT

Now you can select Hallmark Christmas Cards right in your office!



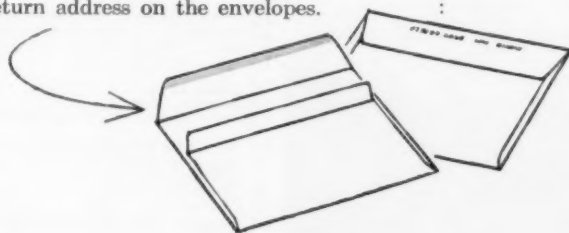
1. **JUST CALL WESTERN UNION** by number, ask for Operator 25. She will tell you the stores in your community that will bring the Hallmark Christmas Album to your office.



2. **CARDS TO BE IMPRINTED** with your name can be selected from this one album of the most beautiful Christmas cards ever designed for professional and business men.



3. **YOUR SECRETARY** will appreciate your ordering soon. She'll also appreciate the new Hallmark self-sealing envelopes—and the fact that Hallmark will print your return address on the envelopes.



4. **YOUR CUSTOMERS** and business associates will appreciate your good taste and thoughtfulness in sending the cards that show you care enough to send the very best.

**Hallmark
Cards**

When you care enough to send the very best

dors must deliver a mountain of goods in a short period. Decisions on what will be purchased are scattered through the year.

Asked, "In which month is your Christmas gift selection made?" 700 companies specified one or more months:

January	0.2%
Jan.-Feb.	0.1
February	0.0
Feb.-Mar.	0.1
March	0.1
Mar.-Apr.	0.2

April	0.1
Apr.-May	0.4
May	0.4
May-June	0.5
June	0.2
June-July	1.5
July	1.7
July-Aug.	1.7
August	3.2
Aug.-Sept.	5.1
September	10.4
Sept.-Oct.	9.5
October	21.0
Oct.-Nov.	7.1

November	21.0
Nov.-Dec.	2.1
December	7.2
Various	5.0

Under "Various" were grouped "All year," "No special time," "Sept.-Oct.-Nov." and other miscellaneous classifications.

The large number of "No answers" (146) is partly accounted for by companies making gifts only at times other than Christmas.

From the tabulation it will be seen that 76.2% of Christmas gifts are chosen between the latter part of August and the first part of December.

Who Really Knows?

Accurate information on sales of business gifts is scanty. The market is all over the map, for almost any consumer product may be a desirable gift. Some vendors cater exclusively to business givers. To others, gifts supply only part of the volume—large or small.

Thus you will nowhere find statistics on: "The business-gift industry produced umpteen million units in the first quarter," as auto output is

IF YOU'RE AIMING FOR MORE SALES

YOU'LL HIT THE TARGET
With The

Famous **BILTMORE** collection

of functional serving and seating accessories for casual living



Foldaway Table-Tray



Split-Level Playtime Table



stack-nest King-size Triangle

Shown are just three of the extensive biltmore line, priced from \$9.50 retail. Individually packaged in heavy duty mail-away cartons.

You're bound to make a hit with your sales program when you use the biltmore collection for industrial gifts, as prizes . . . sales stimulators or premiums.

These functional, practical products have been the key to many successful sales-incentive programs. Here are items that make a lasting impression because of their permanent usefulness. Why not plan on increasing your sales picture now by getting the complete story on the complete line of biltmore items?

Exclusive "Biltex", "Jewelrite" vinyl laminated tops with real inlaid butterflies and foliage. Anodized aluminum, rustproof gold galleries and trim.

Write Today for color catalog and quantity discount prices.

biltmore

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COMPANY

Executive Offices: 2757 N. W. 75th STREET / MIAMI 47, FLORIDA

Showrooms: NEW YORK: Breslauer-Underberg, Inc., 225 Fifth Ave.
CHICAGO: Brinkman & Cook, 15-129 Merchandise Mart.
Los Angeles, Atlanta, Dallas, Kansas City, Minneapolis, Havana

Give NUTS This Year



Beautiful multi-colored cans of magnificent designs



Deluxe quality of nuts from all over the world. Contains Cashew nuts, Brazil nuts, Pecans, Almonds and Filberts.

mailed FREE 15 oz. can \$1.50
anywhere in the 2 lb. can \$2.90
United States

All types of nuts available at wholesale prices to employee groups or fund raising projects.

Aster Nut Products Co., Inc.
1004 Main St. Evansville 8, Indiana

recorded. Thousands of firms selling some products for gifts do not report them separately from non-gift products. All are lumped as "Total sales volume."

Facts on other aspects of the field are just as hard to pin down. Researchers arrive at many conclusions:

The National Industrial Conference Board questioned 175 companies on their use of business gifts and discovered a paradox:

"Whereas 87% disapprove of the practice, only 3 out of 10 actually prohibit gift acceptances by their own personnel; and only 4 out of 10 do not distribute gifts to outside business contacts."

Nation's Business asked 731 of its subscribers, "Does your firm buy business gifts?" "Yes," said 68.9%. Respondents, 33.5% of whom are partners or owners (which might indicate smaller companies) said they spent a median average of \$544 a year.

But *Fortune* surveyed its readers and estimates "the average amount spent per *Fortune* subscriber company: \$16,320."

Then *Fortune* divides the sum into: "56% send gifts to customers or prospects at Christmas, at an average cost per company of \$2,970. 65% gave Christmas gifts to employees at an average cost of \$7,000. 48% gave gifts to customers or employees on anniversaries, birthdays, etc., at an average cost per company of \$6,350."

Box Car Numbers

Whether you want to use *Nation's Business* figure of \$544, or *Fortune's* \$16,320 for a national projection, the result will still be box-car numbers.

Whatever measuring rod is applied, the final figure won't match the total for business expense accounts. The Bureau of Internal Revenue says that at "a very conservative estimate" the annual bill for sales expense accounts is \$5 to \$10 billion.

SALES MANAGEMENT's estimate of at least \$100 million for sales of business gifts to its readers is similarly cautious. That's a sizable market. By cultivating it with vigor, aggressive firms have achieved success.

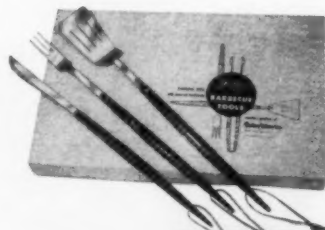
for the bon vivant
on your gift list!

These custom contour peppermill sets provide that Roman Holiday touch — in Blond, Maple, Walnut or Mahogany finish. Course to fine top adjustment with life-long case hardened steel cutters, stainless steel shaker tops. (P.S. You'll want a set for yourself too!) Peppermill Set #33 (specify finish) beautifully boxed, only . . . \$4.95



gifts for a

Roman Holiday



Quantity discounts.
Send for brochure
listing many other
items for gracious
living from
\$3.95 to \$10.95



3-Pc. Stainless Steel BARBECUE SET

The D-K Rosewood set adds that continental touch — serves that sizzling steak right . . . and your special list of barbecue-loving gourmets will remember you often (might even have you over). Elegant rosewood handles, and the hollow-ground blades that stay sharp. Beautifully boxed Set #T-12, only . . . \$9.95

DUDLEY KEBOW INC.
5941 AVALON, LOS ANGELES 3, CALIF.

What to give? See index of suggestions between page
232 and inside back cover.

Quinlan's PRETZEL GIFTS

are sure to please
the entire family
of everyone on your list.

Distinctive yet always enjoyed, Quinlan's Pretzel Gifts are a happy way to remember — and be remembered by — customers, employees & friends. World-famous, oven-fresh pretzels in many varieties . . . all attractively arrayed in handsome, re-usable tins. A wide selection, priced for commercial orders from \$1.75 to \$3.50 each, plus postage. Use coupon to obtain full details.



"Ice Caddy"
Gift No. 7
\$3.50
plus postage

De Luxe
Assortment
\$2.15
plus postage

Quinlan Pretzel Co.
228 Moss Street, Reading, Penna.

Please send your full-color brochure and all details regarding Quinlan Pretzel Gifts for business use.

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____

Gift Gallery

Luxurious
...More than \$20



▲ WOODEN case, metal base make this portable electric clock fit into any den or office decorative style. In walnut and aluminum or natural birch and brass. Black dial, white hands and markers; 7" high. \$25. Howard Miller Clock Co., Zeeland, Mich.



▲ SET YOUR OWN combination on the Corbin-Sesamee lock of this portable bar. Top-grain cowhide case holds two bottles; is fitted with four unbreakable glasses, chrome cocktail fork and bottle opener, four muddlers, napkins. May be personalized with initials. \$24. Panther, Ltd., 108 E. 16th St., New York 3, N. Y.



► OLD MILL with new look hand-grinds coffee for maximum flavor. Walnut with copper trim, or ebony with brass trim; 7" square. \$25. Verity Southall, Ltd., 2251 Lincoln Ave., Altadena, Calif.

EXECUTIVE GIFTS by PIONEER

*First in Fashion Craftsmanship . . .
For Valued Friends and Business Associates*



(A) LEATHER JEWEL BOX—imported leather with compartments for cuff links, tie bars, key rings. Complete with sterling silver jewelry set.



(B) WALLET & KEY CASE SET—genuine alligator, in handsomely styled matched gift set. Wallet has detachable pass card case.



(C) WILSHIRE BELT — supple leather, stitchless construction — with Selector Belt Rack that holds belt wardrobe. Adjustable — fits all sizes to 44.



(D) MARK II VALET BAR—masculine toiletries in wrought iron Valet Bar—After Shower Cologne with After Shave or Pre-Electric Shave Lotion.



(E) WALLET AND KEY CASE—the richness of the Morocco leather, the beauty of the craftsmanship, combine in these elegant matching accessories.



(F) PSYCHO-CERAMIC JEWELRY—cartoon cuff links and tie bar sets. Cleverly styled jewelry in fisherman, golfer, bowler and boatman motifs.

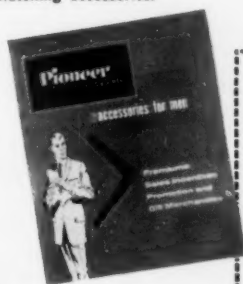
For appropriate gifts from \$1.00 to \$100.00 rely on Pioneer, leader in fashion craftsmanship for more than 80 years. The Pioneer Premium Catalog features additional sales incentives and gift merchandise. Mail the coupon today!

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THE MARK OF A MAN

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Belts • Jewelry • Wallets
Braces • Garters • Toiletries
Leather Accessories



Seymour L. Beekman, Vice President
Pioneer Industries, Inc.
350 Fifth Avenue, New York 1, N. Y.

A B C D E F

- ☐ We would like prices and information on letters circled.
☐ Send your Premium Catalog with prices and details.

Name _____

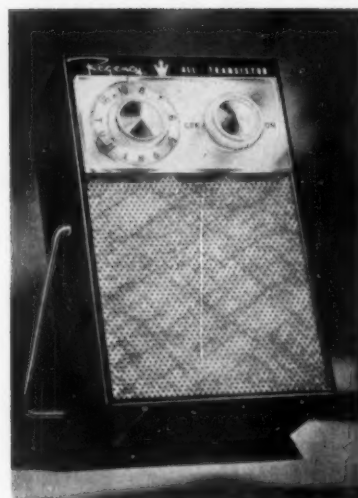
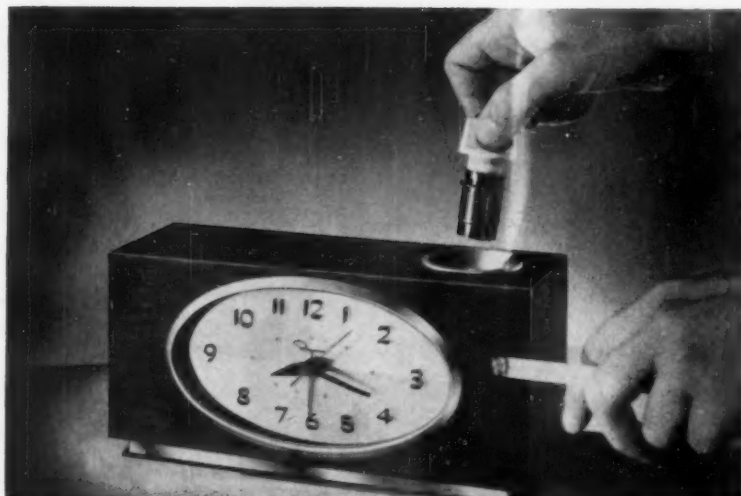
Company _____

Street Address _____ City _____ State _____

Gift Gallery



► **LIGHTER-CLOCK** is electrically operated. Case is solid mahogany, brass trim. Alarm will serve as a reminder of appointments in the office. Lighter is the auto pop-up type. \$24.95. The Ingraham Co., Bristol, Conn.



▲ **TINY** radio measures $3\frac{1}{2}$ " x $5\frac{3}{4}$ " x 2" but has seven transistors plus diode. Operates on three penlight cells. Vernier dial for ease of tuning. Combination carrying handle and stand. In black or white, gold trim. \$39.95. Regency Div., I.D.E.A., Inc. 7900 Pendleton Pike, Indianapolis 26.

◀ **SEAMLESS** molded plastic luggage has molded-in color stripes, chrome-plated locks. Celanese French crepe linings; steel-reinforced vinyl handles. In gray, tan, blue. Week-ender, 21", is \$29.95. United States Trunk Co., 951 Broadway, Fall River, Mass.



Round the clock

THE WORLD'S MOST VERSATILE CART

the
original,
nationally
famous
FOLD 'N ROLL



VERSA-TABLE®

PATENT #2,844,257

**A HANDSOME, UNUSUALLY DISTINCTIVE BUSINESS GIFT
THAT YOUR FRIENDS AND ASSOCIATES WILL REMEMBER!**

Morning, noon and night, this attractive, all-steel multi-purpose table will be a constant reminder of your thoughtfulness. Imagine! Flip a shelf and Versa-Table is fully open; ready for use as a tea wagon, serving cart, TV snacker or portable bar; half-open, it's a portable book case, plant stand, knick-knack shelf; in knee-hole position it's an individual dining table, writing table, or desk; fully folded, it measures a slim 2¾" width and you just flip, fold 'n roll

away for easy storage. Yes, Versa-Table is used in every room . . . porch or patio . . . office or store. Rolls smoothly on 3" casters. Won't chip, warp, break, stain, rust or peel. Alcohol and heat resistant brass and black or all black finishes to blend with every decor. Either finish available in two models . . .

Retailing from \$18.75 to \$35.00

WRITE NOW FOR FULL DETAILS

RE-LY-ON METAL PRODUCTS, INC.

237 EAGLE STREET BROOKLYN 22, NEW YORK

FEATURES



**9:00 A.M.
HALF-OPEN**
A knick-knack & book
shelf; plant stand.



**12:00 NOON
FULLY OPEN**
A hostess serving table
and tea cart.



**5:00 P.M.
KNEE-HOLE**
An individual dining
table; portable desk.



**8:00 P.M.
FULLY OPEN**
A portable bar or a TV
snack table.



**10:00 P.M.
FULLY CLOSED**
Flip, fold 'n roll for easy
storage.

Servicing your
Corporate
Gift Selections
... a speciality of
Plummer, Ltd.

When the Gift you send must
be distinctive, turn to Plummer, Ltd.
for your selection.

Our many years of experience,
serving the exacting requirements of
Corporate Gifts assure you of
knowing help and proper handling
of your order.

Whether you send a gift for five dollars,
twenty dollars or more,
the recipient will receive it beautifully
packaged in a Plummer Gift Box.

For illustrated catalogue — or for
personal service in your New York
office, call or write:

MR. GEORGE FARRELL

or

MR. WILLIAM W. HUNTER

CONTRACT DEPARTMENT

Circle 5-8575

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734 Fifth Avenue, New York 19

THE HOUSE OF FINE CHINA • CRYSTAL • SILVER • LAMPS
ANTIQUES • EXECUTIVE LEATHER • STATIONERY • OBJETS D'ART

2831 M-M *Supreme* PROJECTORS
IN USE BY ONE COMPANY ALONE

We can cut your
Sales Costs, too

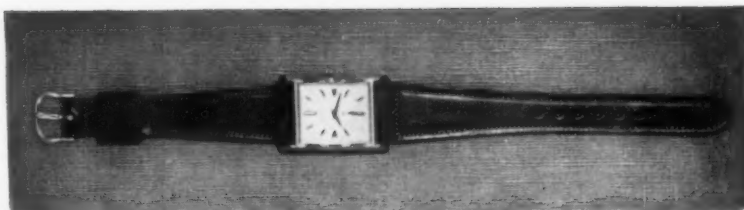
Hilarious W. C. Fields
5 minute movie, available
to you, gets your prospect
in a buying mood.

Write Today
See Tomorrow

THE HARWALD CO.

1245 Chicago Ave.
Evanston, Ill. • Ph: DA 8-7070

SM



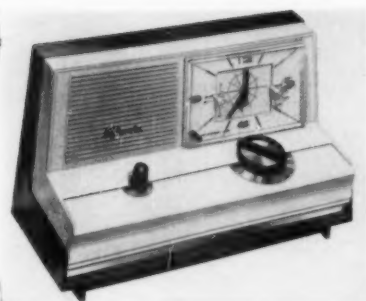
▲ **ARROW** hands and arrowhead-styled numerals on the dial give sleek Elgin its name. Nineteen jewels; leather strap. \$34.95. Elgin National Watch Co., Elgin, Ill.

Gift
Gallery

▼ **LIFETIME** guarantee against damage to the metal edge is provided for this Fiberglas luggage. Edge is said to be 2½ times stronger than on other luggage. Women's series illustrated comes in tan, gray, white, green. Priced: \$21.95 to \$39.95. Men's matching line, in tan and gray, is \$29.95 to \$42.50. Durabilt Luggage Mfg. Co., 4517 14th Ave., N.W., Seattle 7, Wash.



◀ **ROTATE** handle and built-in antenna brings in stations on this five transistor portable. Cordless, plays anywhere, instantly, using four flashlight cells. Weight 4 lb., 5 oz. Scuff-proof plastic in red or blue. \$49.95. Arvin Industries, Inc., Columbus, Ind.



▲ **GLOWING** clock face of clock-radio serves as a night light when needed. Telechron timing movement; six-tube radio, 4-in. speaker. Clock-operated appliance outlet; delayed-action alarm. In blue and white or brown and white. \$39.95. Sylvania Home Electronics, 700 Ellicott St., Batavia, N. Y.

▼ **PORTABLE** mixer-server prepares all kinds of drinks, plus waffle batter, salad dressings, omelets. Lightweight plastic in red, white, blue, yellow, charcoal. Detachable cord; AC/DC; 24 oz. capacity. \$24.95. Waring Products Corp., 25 W. 43rd St., New York 36, N. Y.



SEPTEMBER 10, 1958

Wonder of Wonders! A New Distinctive REMEMBERABLE Gift

"The Popcorn for Gourmets"

Tired of sending colorless, impersonal gifts no one can set apart from a dozen others? Then investigate the *Noble Popcorn Christmas Kit*. Here's a gift of fun and family pleasure—one that's unusual enough to say "Here's a *thoughtful* present"! It's in the best of taste, free of the "commercial-bribery" stigma.

And above all, it's the most delicious popcorn money can buy—as far ahead of "movie theatre" popcorn as a prime filet is of short-ribs! Delightfully packed, with a gleaming spun-aluminum popper, plus four pounds of corn, our exclusive "bring-out-the-flavor" oil and a specially-flaked popcorn salt. Write now for detailed facts, pictures and prices—very favorable on orders from one dozen to 12 gross.



HOWEVER: This "cream-of-the-crop" corn is necessarily limited in quantity. First orders will get it. This is no "hurry-hurry" come-on; we really have a short crop. Write!

Noble Popcorn Farms. Dept. SM-9
Rural Route 3, Sac City, Iowa

For...

- ★ Modest gifts — up to \$3? See p. 100
- ★ Gifts at \$3 to \$10? See p. 124
- ★ Substantial gifts — \$10 to \$20? See p. 162
- ★ Gifts at more than \$20? See p. 196
- ★ You'll find gifts for That Special Occasion on p. 228

HOTRAY® the Salton automatic electric food warmer

has

flair

THE SUCCESS OF THE
SALTON HOTRAY
AND HOTABLE
IS IN THE GRACIOUS FLAIR
THEY BRING TO
SERVING AND DINING.



You can put a new Flair into your business gift program with Salton Hotrays and Hotables. When you give Hotrays and Hotables, you give the gift that lives 365 days a year around the clock. This automatic electric food warmer is the secret of food serving success for any meal or party occasion.

Write today for additional information, to:

Salton MFR. CO., INC., 3125 EAST 95th ST., NEW YORK 28, N. Y.

new
Distinctively Different
gifts



NORDIC

SERVO-KING

The most exciting Sizzling Steak Platter and Holder in America! The only platter made of heavy formed, anodized aluminum plate. Beautiful ebony Bakelite Holder protects hands and table. Length 15". Set complete, \$5.75.



BROILING AND SERVING PLATTER

Massively beautiful. Heavy cast aluminum. 14" x 19½" Keeps largest roast or turkey piping hot up to 20 minutes. Has tree design, own legs and large gravy well. \$12.95.



KING OF ASH TRAYS

Most massive ash tray ever produced. Grooved to hold both cigars and cigarettes. ¼" heavy formed aluminum plate. 10" wide, 2¼" deep. Indestructible. Gold or black anodized finish. Will never burn or blemish. \$7.95.

LIBERAL QUANTITY DISCOUNTS

Above items packed in gold or silver foil gift boxes. FREE Full-Color Catalog of 60 Items.

NORDIC WARE

Minneapolis 16, Minn.

Please ship following sample items:

Nordic Servo-King Platter @ \$5.75 ☐

Broiling & Serving Platter @ \$12.95 ☐

Anodized Ash Tray @ \$7.95 ☐

Gold ☐ Black ☐

FREE Catalog of 60 Items in Full Color ☐

NAME _____

STREET _____

CITY _____

STATE _____

Gift
Gallery



▲ **REINDEER** are engraved on the simulated horn handles of this steak and carving set. Hollow-ground blades are honed microscopic-sharp; rust-free, stain and tarnish resistant. Six steak knives, carver, fork, sharpener in Stor-a-way chest. \$34.95. H. Boker & Co., Inc., 101 Duane St., New York 7, N. Y.

▼ **SOLID COPPER** chafing dish, 2-qt. capacity, consists of pan, cover, water pan, trivet, alcohol burner. Wedgwood handle. A lifetime of use. \$47.50. Foreign Advisory Service Corp., Princess Anne, Md.



▲ **DETACHABLE** portfolio with five roomy pockets fits into lid of business case. Divider panel is useful as a writing desk; and also fastens in contents of lower part of case. Of scuffproof vinyl that will not fade, crack, peel. In alligator grain, saddle russet, and brown. \$29.50. Olympic Luggage Corp., Kane, Pa.

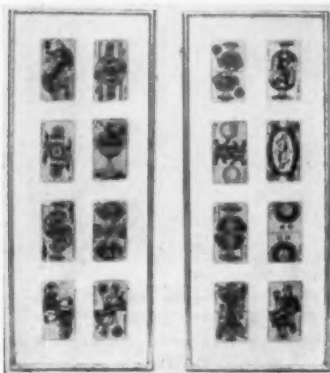


▲ **PAK-A-COOLER** combines a food and beverage cooler and a robe in a zippered case that snaps on and off the ice chest. Robe may be used as a cushioned seat, pillow, or blanket at picnics, the beach, etc. Weight: 6 lb. \$35. Faribault Woolen Mill Co., Faribault, Minn.



▲ COCKTAIL mixer is 12½ in. high, holds three pints. Trim, modern design; durable silver plate. \$32.50. Wallace Silversmiths, Wallingford, Conn.

▼ TAROT fortune-telling cards (ancestors of modern playing cards) were brought to Europe centuries ago by the Gypsies. Now colorful replicas of these ancient indicators of the past, present, and future are mounted in glass. On the wall of home or office they appear suspended in air. Hand-burnished 24-kt. gold frame; each panel is 9½" x 23". Pair: \$55. Naomi Ain, 45 Grove St., New York 14, N. Y.



SEPTEMBER 10, 1958

A GIFT within a GIFT

*The Finest Delicacy
of its Kind*



A mild mellow blend
not found in ordinary
commercial fruit cakes.

Your choice of 47
unique and practical
Gift Combinations

Wholesale prices from
1.60 to 15.00

B & C GOLDEN FRUIT CAKES

Price list and catalogue
... will be sent only to
requests received on your
company stationery.

THE B & C BAKING CO., INC.

235 S. CLINTON ST.

(Dept. B) DAYTON 3, OHIO

NEW! DIFFERENT! USEFUL!

Dremel Electric Shoe Polisher



*A business gift
the whole family will remember*

Here is something completely new and different. A unique and practical gift that will get daily use at home or in the office. Not a perishable item but a gift with lifetime remembrance the whole family will enjoy.

What man wouldn't love to have his personal shoe-shine boy conveniently available for a quick shine anytime? Perfect shoe grooming is a must today—and it's so easy, so convenient with a Dremel. Tap the switch with your foot—and the job's done in a jiffy. Comes complete with bristle brush and polishing bonnet as shown. Mounted on slip-free rubber suction cups. Quiet-running, AC motor. Finished in gleaming chrome. Weighs 6 lbs.; measures 7½" x 4½" x 14". Individually gift-packed, retail price\$24.96.

You can't go wrong in selecting a Dremel Shoe Polisher. It's so new, no one has it—and what man wouldn't love having one. Write for details today.

WRITE FOR QUANTITY PRICES AND LITERATURE

Dremel Mfg. Co., Dept. 918J, Racine, Wis.
Manufacturer of Quality Electric Products Since 1934



HOME
—keep it handy in
any room in the
house



OFFICE
—convenient for
quick shines before
an appointment



KITCHEN TABLE
—a perfect place to
do the polishing
for the whole family

A Unique
GIFT
 of lasting
 pleasure!



**Musical
 Tankard**

Put the smile of happiness on your customers face with this unique GIFT—A glistening 15 oz. capacity ceramic Tankard which will remind him of you and your Company each time it is lifted; playing "For He's a Jolly Good Fellow". This Grecian style ceramic musical Tankard may be finished with company name, trademark, holiday message, any College, Fraternity or organization crest. Ceramic colors are fired at high temperature for permanency. At small additional cost each mug may be personalized with 22 karat gold Old English lettering. For details plus quantity price information write:

W.C. BUNTING COMPANY
 1925 Clark Avenue
 Wellsville, Ohio
 "A Great Name in Pottery"

Also available: Large ashtrays, Tiles and Commemorative plates.

Gift
Gallery



▲ **DE LUXE** briefcase of handboarded full-grain cowhide is said to be the ultimate in fine leather. All natural markings and color shadings are visible. Golden Cognac color. In 16" and 18" sizes. \$55. Leathercraft, Inc., 2320 S. Western Ave., Chicago 8, Ill.



◀ **DETACHABLE** cutting board is feature of portable cutlery set. Hardwood board doubles as cover of case. Six hollow-ground knives of stainless steel, and fork. Handles of pakkawood that will not stain, burn. \$29.95. Ekco Products Co., 1949 N. Cicero Ave, Chicago 39, Ill.



▲ **QUICK-SET** uses propane gas for light and cooking in camp, boat, trailer, cottage. Lantern bracket mounts anywhere. A 20-lb. gas tank gives light for 125 hours, cooks for 200 hours at a cost of \$2. Heater attachment will warm a small house, duck blind, etc. \$39.95. Turner Brass Works, Sycamore, Ill.

Blanket Promotions for YEAR 'ROUND USE



ADVERTISED IN LIFE

FOR INDOOR - OUTDOOR USE

BLANKET on one side
PLASTIC on reverse

* Water-proof
* Easily cleaned

6-IN-1 ALL-PURPOSE BLANKET PROMOTIONALLY PRICED!

Here's the sporting goods item that's fast becoming a "must" for every family. Perfect for fishermen, hunters, spectators, picnics, beach use. . . . 1,001 uses indoor and outdoor. It's perfectly priced! Order 6-in-1 Blankets NOW!

FOLDS TO HANDY CARRYING CASE

Jobber Cost **\$2⁹⁵**
in Poly Bag

\$3.00 Boxed in self-mailer carton

Also Available . . . Deluxe Snap-Pak Model . . . \$4.32

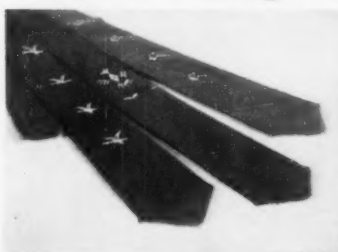
Represented by Ben S. Loeb, Inc.
290 Fifth Avenue, New York 1, N. Y.



BLANKETS, INC. 60 EAST 25TH ST., CHICAGO 16, ILLINOIS

GIFTS to be REMEMBERED

and *USED...*
all year long!



BEAUTIFUL TEWA TIES—HAND LOOMED BY THE INDIANS

These unusual ties are hand-loomed by the traditional Indian craftsmen of the Southwest. All are 100% wool, light-weight, wrinkle resistant, long wearing, beautifully patterned, and in slim modern style. Color combinations guaranteed to please, and we feel the best dollar for dollar value of any tie, regardless of price. Exclusive with us.

Duck design. Silk embroidered ducks on solid color backgrounds: Maroon, Light Oxford, Tan, Medium Blue, Forest Green or Cardinal Red. \$1.95 each.

Pheasant design. Silk embroidered pheasants on solid color backgrounds: Dark Oxford, Cardinal Red, Light Maroon, Medium Blue, Navy or Brown. \$1.95 each.

Hand-Beaded Indian Thunderbird. Colorful beaded design on solid color backgrounds: Maroon, Light Oxford, Tan, Medium Blue, Forest Green or Cardinal Red. \$2.95 each.

All ties postpaid. Write for special prices in quantity lots.



Sturdy metal pail filled with sand—snuffs out any cigarette quickly and surely! Solid brass cigarette holder is attached to perforated plate, lifts out to clean pail instantly. Ideal for den, patio, office or home. Companion "Caddy" pail holds cigarettes and matches or lighter. In jet black, or pastel shades of pink, coral, blue, green or turquoise. 2 1/2" high, 4" wide. NEW—and exclusive! Jet Black Snuffie \$1.25 ppd. Pastel Snuffie \$1.50 ppd. Put your name before your client daily! Let us personalize Black Snuffie with your company name. Write for special prices.



IMPORTED CAMEL SADDLES

Rustic-style benches from the exotic Middle East! Genuine Morocco leather cushions on deep Walnut-finish frame, studded with copper nail-heads and tied with leather thong! A handsome conversation piece that will add charm and interest in den, patio, library, family room or living room beside the TV. Large saddle 23 1/2" long, small saddle 15 1/2" long. These pieces usually sell for \$39.95, but special purchase permits us to offer much lower. Cushions in choice of red, green or natural leather. Large Camel Saddle, \$29.95. Small Camel Saddle, \$24.95. These pieces sent express collect.

Southwestern Gifts
Box 1704, Dept. SM-9
Santa Fe, New Mexico

Quick Delivery
Satisfaction Guaranteed
Send Check or Money Order

We are experts in handling company gift list mailings . . . just send us your list and we'll see that it's handled to arrive at just the right time. This saves you the bother of packaging and mailing. There is no extra charge for this service, except postage costs incurred, which is just 5c per dollar or fraction thereof.

Company _____

Ordered by _____

Address _____

City & Zone _____ State _____

Please send us items marked:		
Item	Number	Color
Snuffie		
Caddy		
Large Saddle		
Small Saddle		
Duck Tie		
Pheasant Tie		
Thunderbird Tie		

*This Gift
stands out!*



*and so will you . . .
it's so different you'll be
remembered as the
thoughtful giver for years!*

**PORTABLE ELECTRIC
SHUVALAY
POLISHES SHOES
IN SECONDS!**

Just flip the switch and zip . . . shoes get a gleaming polish. Shuvalay comes with two brushes for different polish colors. Great for home, office or locker at the club. Comes in clear plastic, fitted gift and storage case. Wonderful for luggage, rifle and camera cases, riding boots, handbags too! Order as many Shuvalays as you need right now . . . for the most unusual, useful, memorable gift you've ever given!

MODEL 350-6....PRICES 1 to 6....\$16.95

MODEL 350-7....PRICES 1 to 6....\$18.95

same as above with 2 polishing bonnets

Larger quantities - prices on request

**GEORGE WEATHERBY, Sales Manager
PORTABLE ELECTRIC TOOLS, INC.
320 West 83rd Street, Chicago 20, Ill.**

Gift
Gallery

► **HOME WORKSHOP** electric drill has drilling capacity of $\frac{1}{4}$ " in steel, $\frac{1}{2}$ " in hardwood. Accommodates jig saw, sander, polisher, circular-saw attachments; plus accessories for grinding, wire brushing, paint stirring. Weight: 4 lb. With six twist drills, No. 23 SpeedDrill is \$22.95. Thor Power Tool Co., Prudential Plaza, Chicago 1, Ill.



▲ **RELIEF** map shows 3,000 place names. Scale is 1" to 434 miles; measures 64" x 41", in 10 colors. A product of the latest mapping world-wide studies. Of rigid plastic, it may be cleaned with a damp cloth. \$47.50. Aero Service Corp., 210 E. Courtland St., Philadelphia 20, Pa.



*Offered for the first time,
your gift will be unique...*

"The OLD-FASHIONED" Tillamook Cheese Gift Pack

U-m-m-m! Here's *real* cheese... natural cheese with the deep flavor a gourmet respects! Generous 3-lb. wedges of world-famous, prize-winning Tillamook cut from 18-month-old selected wheels... foil wrapped and wax dipped to protect its distinctive zestiness. Packed one or two wedges to the gift box, this is old-fashioned extra sharp cheddar-with-a-difference. The prestige gift from Tillamook County, Oregon to compliment both the recipient *and you*. Check or money order. Selection A: one 3-lb. wedge, \$3.25 east of Rockies, Alaska & Hawaii; \$3.00 west of Rockies. Selection B: two 3-lb. wedges, \$6.10 east of Rockies, Alaska & Hawaii; \$5.50 west of Rockies. All ppd. & ins. Specify delivery date. *New folder with other gift assortments on request.*

TILLAMOOK CHEESE
P. O. Box 313 — Dept. SM — Tillamook, Oregon



Have your Christmas remembered all year long

For gift giving you can be sure Callaway Towel Ensembles in their attractive Holiday boxes will thrill the "Lady of the House". Use the economy of direct mill purchasing and give the finest towels money can buy. Range—\$2.25 to \$7.00 per set.

CLIP THIS HANDY COUPON TODAY!

CALLAWAY MILLS, INC.
295 Fifth Ave., New York 16, N. Y.

- ☐ Please send me complete information on your gift towel sets.
☐ I would like your representative to call on me.

NAME _____

ADDRESS _____

CITY _____

STATE _____

Be Sporting about Gift Giving



NOTE—Actual persimmon wood golf club head.
Bowling pin and baseball bat brushes—natural wood.

*The Mohawk collection of fine brushes
for the sportsman and the sportsminded
will make lasting gifts. All smartly packaged!
Unique, practical and authentically reproduced.
A new concept in hand-hugging brush perfection,
with the same superlative workmanship
that marks all Mohawk Brushes.*

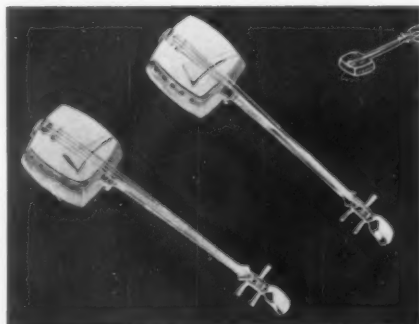
No. 111 Golf Club hairbrush (Krimpt nylon bristle) Retail \$5.00
No. 119 Golf Club hairbrush (Pure boar white bristle) Retail \$10.00
No. 300 Bowling Pin hairbrush (Krimpt nylon bristle) Retail \$3.25
No. 106 Baseball Bat hairbrush (Krimpt nylon bristle) Retail \$2.00

Quantity discounts available. For full information on these and
other attractive Mohawk Gift Brushes, write—

100 Park Avenue • New York 17, N. Y.

MOHAWK

Surprise them with *New* Gift Ideas



Each shaker 4" long. Individually protected by plastic
bag. Easy to clean and fill. Just \$12.50 a pair,
postpaid.

**STERLING SILVER
SALT AND PEPPER SHAKERS**
in Attractive Wooden Gift Box

This is an original item—beautiful
reproductions of Far Eastern stringed
instrument. These sets add a distinctive
style note to the finest table setting—
are so different that they provoke
exclamations and admiring
comment as soon as they are seen.
A gift every man will eagerly reach
for . . . and proudly show off to wife
and family—a gift to delight every
woman.



A REMINDER THEY'LL GLADLY KEEP ON THEIR DESKS
Handsome desk ornament—and as practical as an extra pair
of hands. Utility or stamp case . . . heavy-duty paper clip
. . . paperweight—all in one. Made of solid brass, with antique
Prince Albert coin as decorative lid for utility case. A gift
that is sure to stay on his desk and build good will by its
constant usefulness. Has the look and feel of an
expensive appointment, yet only \$4.50 postpaid.

For Quantity Prices and Other
NEW Gift Ideas, Address:
Dept. E.S.

A. SUSSKIND 49 VICTORY BOULEVARD, STATEN ISLAND 1, N. Y.

**Gift
Gallery**

▼ **ELECTRIC** can opener handles
any size can. Starts, cuts, stops auto-
matically. Magnet holds lid. Can is
locked in place till needed. Mounts on
wall or cabinet. In gold and white.
\$29.95. Cory Corp., 3200 W. Peterson
Ave., Chicago 45, Ill.



▲ **THERMAL** Massager stimulates,
soothes nerves, muscles, while user
sits or lies down. Eight-degree switch
controls massage or heat (or both)
for any part of the body. Covered in
durable naugahyde, turquoise color.
Size: 16" x 13" x 2 1/2". \$29.95. Casco
Products Corp., Bridgeport 2, Conn.

SALES MANAGEMENT



▲ **LESS THAN A POUND** in weight, Continental radio is pocket size. With six RCA transistors; 9-volt battery. Colors: ivory, black, red. Cowhide carrying case, plus earphone for private listening. \$45. Novick Mfg. Co., 203 W. 37th St., New York 18, N. Y.



▲ **MUSICAL CUFFLINK** plays "Happy Birthday" on calendar link. Latter shows month, year, with rhinestone marking recipient's birthday. Other link contains accurate, jeweled watch. Gold-tone cases. \$29. With plain link substituted for watch, \$15. Dan Newman Co., 207 W. 25th St., New York 1, N. Y.

WANTED BY MORE MEN AND WOMEN

Pearl-Wick's exclusive new adjustable Leg-Loungers — A comfort giving gift — The cushion adjusts to one of several heights to make every chair a Comfort Lounger.

PEARL-WICK'S ADJUSTABLE
Leg-Lounger
*Makes Every Chair
a Comfort Lounge*

THE SECRET
IS IN THIS
ADJUSTABLE
TILT TOP
CUSHION



CUSHION LOWERED

Mr. F. M.
Brass plated legs and
fasteners. Cushion
knot. 17" x 17" x 4"
deep. Individually
carbonated.



- DEEP UPHOLSTERED CUSHIONS
... TUFTED WITH BUTTONS
- WASHABLE, STAIN-RESISTANT, LEATHER-LIKE VINYL
- GLIDES EASILY ON POLISHED BRASS BASE

Above number Parcel Post in size.

Retailing in all department stores from \$9.95 to \$19.95 with Vibrator.
WRITE TODAY for your wholesale prices—also complete Pearl-Wick catalogue with many other wanted gifts.

PEARL-WICK CORPORATION

27-50 FIRST STREET

LONG ISLAND CITY 2, NY

Distinctive Cutlery by **LAMSON** Is Long Remembered

You'll give pleasure to the whole family when you choose Lamson Fine Cutlery for your gifts this year. And LAMSON Cutlery bears lasting good will and serves as a year round reminder of your company. *Write for Gift Catalog and discounts.*



G21—Host 'n
Hostess Set
Ceramic handled Bar
Knife and companion
Snack Server.

Wide price range to meet any gift requirement.

LAMSON & GOODNOW MFG. CO.
"On the Mohawk Trail"
Shelburne Falls Mass.

Your Customers consider their Phone Indispensable



The HUSH-A-PHONE will give them added values of

PRIVACY OFFICE QUIET BETTER HEARING

will last a lifetime and be a constant reminder of the benefits your gift of a HUSH-A-PHONE has provided. The HUSH-A-PHONE is approved by Bell System for subscribers' use. Since 1921 has proved its practicality and value.

HUSH-A-PHONE CORPORATION
65 Madison Ave., New York 16, N.Y.

Send literature and prices in lots of 10 ☐ 50 ☐
100 ☐ 1,000 ☐

The next wave of prosperity has already started in *THE MARKET-ON*



THERE is today in the U.S.A. a major Market-on-the-Move, buying things, going places and invigorating our whole economy. It never really *stopped* moving.

Certain of your fellow Americans have been heading right up into higher incomes, better jobs and higher and higher standards of living right along through all the talk of recession.

They're out across the nation and the world right now—buying as usual, traveling as usual, consuming as usual, planning as usual—*probably right at this moment, more than usual.*

For “the next great period of prosperity” has already moved in on America, and it started right here—in the Market-on-the-Move, among the millions of readers of *TIME*. *Don't be late!*

-THE-MOVE

Don't Be Late



TIME—The way to reach America's executive and professional families

SEPTEMBER 10, 1958

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Before you buy any

CHRISTMAS GIFTS

for customers or employees

See BENNETT BROTHERS "CHOOSE-YOUR-GIFT"® Plan



What you get . . .

- A beautiful combination "Gift and Greeting Card" . . . 16 pages . . . rich velour cover. Illustrates 24 gifts on the finest Kromkote paper.
- Choose from any of four price groups — \$6.25 \$11.25 \$16.50 \$21.50
- A complete job — No fuss — No bother. Assures satisfaction to you and your recipient.

*pending

How it works . . .

- Order as many "Choose-Your-Gift" booklets as you need in each price group. We send you the booklets all ready for signing and mailing.
- Your recipient receives the gift booklet, selects his gift, fills in the post paid return order card addressed to "Choose-Your-Gift" Headquarters. We pack, insure and ship to the address specified.
- For samples and further details, write on your company letterhead to: DEPT. SM

BENNETT BROTHERS, Inc.

"Choose Your-Gift" Headquarters

435 Hudson St. 30 East Adams St.
New York 14, Chicago 3,
New York Illinois

▼ FLIP switch and get freshly ground coffee in the grind preferred—for percolator, drip, vacuum, open pot. In white, pink, yellow, green at \$27.95. In chrome or copper, \$32.75. KitchenAid Electric Housewares Div., The Hobart Mfg. Co., Troy, Ohio.



CHOICE PECANS
GLACE CHERRIES
CANDIED
HAWAIIAN
PINEAPPLE
WHITE RAISINS
NO SPICE
NO CITRON

THE
GIFT
UNRIVALED
IN
GOODNESS
AND
FLAVOR—

Let MANOR FRUIT CAKES solve your Holiday gift problem. Choose either the 2½ lb. Supreme, regular retail price, \$3.55—or the 2¾ lb. Deluxe Supreme, regular retail price, \$4.95. Special Prices for Quantity Buyers.

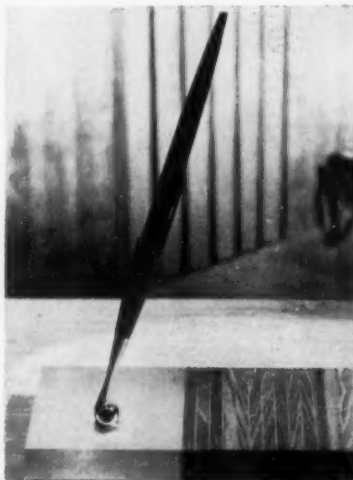
Manor Baking Company, Fruit Cake Sales Division
P. O. Box 5876 Westport Station, Kansas City, Missouri

Please send complete information to:

NAME _____ TITLE _____
COMPANY _____ STREET _____
CITY _____ ZONE _____ STATE _____

Gift
Gallery

▼ COCOBOLO wood is laminated with metal strips to form elegant and unusual base for Parker fountain pen. Designed for use in home or office. \$40. Parker Pen Co., Janesville, Wis.



SALES MANAGEMENT

PRESIDENT OR CLERK . . . MALE OR FEMALE



Delta electric lanterns make excellent business gifts. They answer the universal need for powerful portable light — on the highways, in the home, or in the field. Delta, the originator and world's largest producer of electric lanterns is known for quality and utility of product. You give these lanterns with the assurance that they are right. Twenty models. For details, write . . .

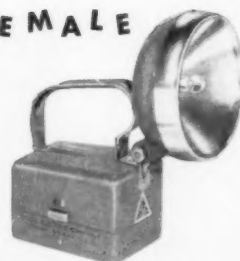
DEPT. D, DELTA ELECTRIC COMPANY, Marion, Indiana

POWERlite

World-famous 6V electric lantern. 800-foot spotlight. Wide floodlight. Made to last.

FLASHING POWERlite

Has flashing red top with fresnel lens — highly visible! Real life saver.



POWERTOP

Compact — Handy. Head swivels 180°. Handle, head fold flush with case.



FLASHING POWERTOP

Has flashing red top with fresnel lens. Stops 'em half mile away!

POWER-KING

A 12V powerhouse. Shoots brilliant, far-reaching beam. Adjustable head. Unbreakable lens.

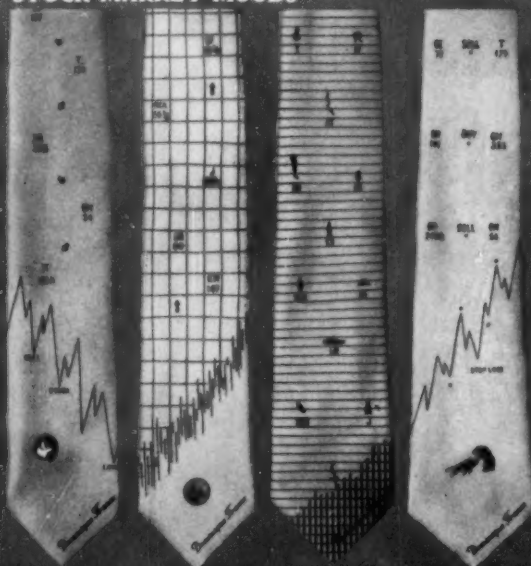
For gift use, all Delta lanterns are individually packaged in mailable containers and furnished with or without batteries.



Delta

L I G H T S T H E W A Y

STOCK MARKET MOODS



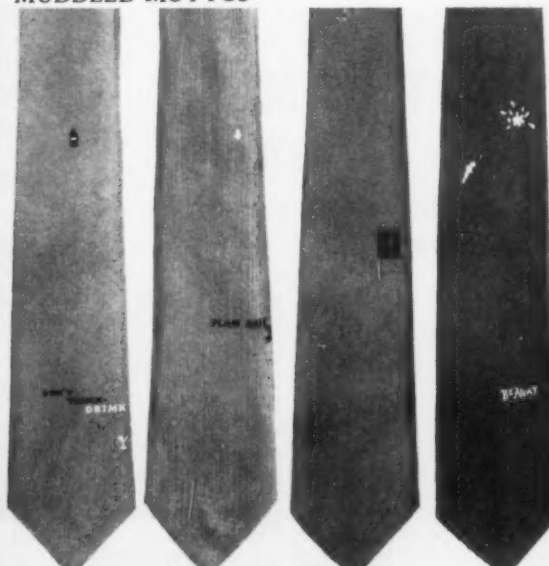
"The Bear"

"The Bull"

"Blue Chips"

"Speculator"

MUDDLED MOTTOS



"Drink"

"Plan Ahead"

"Think Big"

"Be Neat"

CONVERSATION PIECES for Your Executive Gift List

These and several more original ideas appropriate to your Christmas Gift List are now on display at our retail shop on 54th Street. Special discounts and special handling for quantity orders placed through our Commercial Gift Dept. Come in or write Mr. Havers for full particulars.

61 East 54th Street, New York 22. Phone - PLaza 9-3253

Dominique France®

214

✓ CHECK LIST for Business Givers

- ☐ Did you make certain of top quality in the chosen price bracket? De luxe 1-lb. assortments, for example, are better than plain 3-lb. sizes—though cost may be identical.
- ☐ Can you personalize gifts? Sales staff should provide facts on tastes, hobbies, needs of recipients. Names, initials, etc., lend the individual touch.
- ☐ Have you budgeted for fancy wrapping? Gay packages cost little per unit, create a good first impression that lingers pleasantly.
- ☐ Is your gift list up to date? Reviewing last year's list is so obvious a precaution that it's often neglected. But people marry, move into new jobs and homes. Companies, too, move, merge, change names.
- ☐ Are your mailings scheduled to beat the holiday rush? Lost, delayed, damaged packages are avoided by early delivery dates. Registered mail will let you know, without asking, that packages have been received.
- ☐ Have you considered sending gifts to the home instead of to the office? (Items for office use, of course, go there.) It's more trouble to get home addresses, but:
 - Recipients won't have to lug home packages.
 - Fellow employees won't know if they have been overlooked or passed by intentionally.
 - Grading of gifts is easier because comparisons in the office are avoided.
 - Gifts that would be warmly welcomed at home might be declined at the office.
- ☐ Could you use year 'round presents, such as magazine subscriptions, something-of-the-month? They afford more chances to gain good will.
- ☐ Do you want to stand out from the crowd? Try gifts at Thanksgiving, Easter, birthdays. A present on a man's birthday (his secretary can tell you the date) is a surprise he'll long remember.

This year, give the NEW and Unique



Imperial
"PANTRY-PACK"

4 "Gourmet-Recipe" Vacuum-packed CAKES

Here's a new gift in the very best of taste. You give a golden-mellow 2-lb. fruit cake and three extra-rich 1-lb. pound cakes -- golden, marble, and raisin. Until now all four have been available only through fancy-food shops. All four are vacuum-packed to keep fresh indefinitely. All four are delivered in a tastefully decorated gift mailing-carton. A unique gift -- and one that could hardly be surpassed for its appeal to everyone.

\$7.50

each, in quantity orders, post paid.
Write for full details and prices on the Imperial "Pantry-Pack" and on our complete line of fruit cakes priced from \$1.25 up.

KINGSTON CAKE CO., Inc., Kingston, Pa.

New U.S. Employment Manufacturing Map

By the Survey of Industrial Buying Power's Research Staff

27" by 41" map in 6 colors. Counties with 50M or more employment shown in Red; 25 to 50M in Green; 10 to 25M in Yellow; 5 to 10M in Blue.

All counties with employment above national average clearly indicated. Percent of manufacturing employment shown for nine geographic regions. Metropolitan areas clearly defined.

Price: \$3.50 each; two or more, \$3.00 each

SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.

Canine & Cattle Glassware . . .



PERSONALIZED . . . with the breed of your choice! Heavily-based Hi Ball and Double Old Fashioned Glasses, handpainted and fired for permanency. Marvelous as "conversation pieces" in your home, or as gifts for canine and cattle devotees. Eight Hi Balls—\$12.50. Eight Old Fashioned's—\$13.75.

Exclusively ours!

We do, indeed . . . originate distinctive gifts to meet your individual needs for business or personal use. Write or call our Gift, Gourmet, Garden and Terrace Shops.

Valley Mart

House & Garden Center

6241 Falls Rd.

Baltimore 9, Md.

Va. 5-2500

MOST PERFECT YULETIDE GIFT

for Individuals
or Firms...



BROWNELL'S OLDE ENGLISH

Holly with
red-berries

Luxurious red-berried holly is almost a sacred tradition. It appropriately decorates home or office. Rushed fresh from our Oregon holly groves, even its arrival in a smart gift box is exciting. "Holly Lore" story in each box. Shipped Special Delivery Postpaid in U. S. Guaranteed to arrive in fresh, sparkling condition. Send us your gift lists and business cards and we do the rest!

10% Discount on Business Gift Orders

Friendship Box—20" x 8" x 3 1/2" \$3.35

Holiday Box—24" x 9 1/2" x 3 1/2" \$4.45

16-Inch Wreath—plus berried sprays \$5.45

Send for colorful Holly Gift catalog

For **HOLLY HONEY**
Gold and pure in gay
dispenser. Big 1/2 lb. **\$1.50**
(by reg. mail)

BROWNELL Farms of Oregon

Growers of Christmas Holly for 48 years

P. O. Box 5965-M, Milwaukie, Ore.

SAY "THANKS" PERSONALLY



HE'LL KNOW YOU THOUGHT OF HIM AS AN INDIVIDUAL

Any business card, personal signature, or trademark can be reproduced in exact miniature on cuff links, tie bar, or money clip. Engravings are deep and razor-sharp, making this a lasting gift. Satin silver or gold finish.

Custom designs also available for special clubs, conventions, service awards, etc. Designs are exclusive for your purposes.

Prices from \$3.10 to \$10.25

SPECIAL "SEE-IT" OFFER: Send your business card or signature plus \$3.00 for your custom made tie bar. See for yourself how desirable these are as gifts and awards.

Write today for full details.

CARD-O-LINK COMPANY

26 E. HURON ST., CHICAGO 11, ILL.

Water of Life

(Continued from page 28)

cargo of rum to the African Slave Coast. There the rum bought "black ivory." Those slaves who survived the voyage sold readily in the Indies Sugar Islands, where they could grow more cane. Molasses went into the hold, and the ship sailed for New England. The home-port distillery now had the material for more rum and a new triangle.

Variations of the trade covered the exchange of rum-bought slaves for Carolina and Virginia rice and tobacco.

African chieftains cheerfully sold prisoners of war or fellow tribesmen for a gallon of rum in the early days. Competition later inflated the price to as much as 250 gallons for a husky field hand.

Since the low-grade rum used in the trade cost only a few cents a gallon, merchants and shipowners piled up fortunes. Boston's Faneuil Hall, for instance, was built with slaver profits. The Hall later rang with Abolitionist denunciations of Southern "slavocrats."

Rum for home consumption came in two grades. The cheaper "Kill-Devil" was locally made and retailed for 8c a quart. Indentured servants, slaves, and the very poor drank it. Even less expensive was a mixture of rum, molasses and gin called "Whistle Belly Vengeance" or "Whip Belly Vengeance."

Its quality indicated by the name.

The upper classes drank properly aged Jamaica or full-bodied New England. Prices might be 12c a quart. A jug of rum flanked by a box of sugar and a pitcher of water was in every house. Hundreds of taverns sold nothing else.

Dozens of recipes were used for flips, toddies, slings, and punches, both hot and cold. Flips' burnt, slightly bitter flavor was the universal favorite.

For it, two thirds of strong-brewed beer was mixed with one third rum, sugar to taste. A red-hot

loggerhead—an iron poker ending in a round knob—was stirred in the mixture till it creamed.

Somewhat fancier was the "Yard of Flannel," guaranteed to keep you warm on the coldest night. It required cider, rum, cream, beaten eggs, spices, and a sizzling loggerhead to heat the quart mug.

Taverns kept dozens of loggerheads warming in the fireplace for quick service. Whigs and Tories, or Locofocos and Barnburners, might snatch up these handy tools to settle political arguments. Landlords did not approve of patrons thus becoming "at loggerheads."

Rum consumption mounted from 2 1/2 gallons per capita in 1792. In 1829, for every man, woman, and child of the 20,000 residents of Albany, N. Y., 10 gallons a year were sloshed down.

After the Triangle Trade collapsed, rum rapidly slid downhill. Tidewater people and sailors continued to drink it for a while. But whiskey spread East as well as West. The frontier set the custom for those

THANKS ARE DUE . . .

. . . the editors of *The Monopoly State Review*, *Distilled Spirits Institute Inc.*, and *The New York Times* for invaluable assistance in preparing this report.

In addition, sources cited in the text include: *Grossman's Guide to Wines, Spirits and Beers*, Harold J. Grossman; *American Ways of Life*, George R. Stewart; *Chemistry and Technology of Wines and Liquors*, Herstein & Jacobs; *Scotch*, Sir Robert Bruce Lockhart; *Liquor Marketing and Liquor Advertising*, Henry Bretzfeld; *The American Drink Book*, S. S. Field; *George Washington*, Douglas Southall Freeman. — The Editors

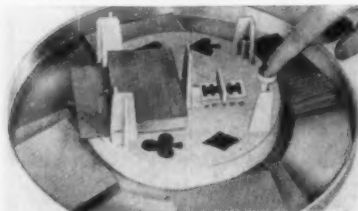
who came later. And the frontier drank whiskey. That pattern holds today:

Bourbon preferred, then rye; with, in time, a limited amount of Scotch, Canadian, and Irish.

What Is Whiskey?

Everybody knows that whiskey is a distilled alcoholic beverage. John B. Everybody, however, is a little vague as to how it's produced, and the differences among the various kinds.

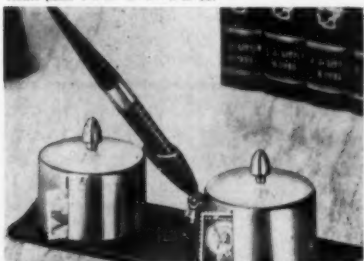
JUST A FEW NEW WIRCO BUSINESS GIFTS



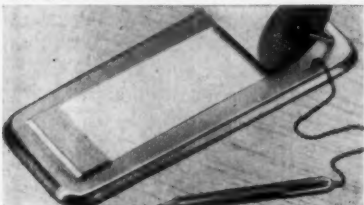
Just rotate with one finger and cards are smoothly shuffled and dealt in any pre-selected number of hands from two through six. Deals up to three decks automatically. Pleasing mocha and tawny beige plastic. Lightweight, attractive comes in corrugated container suitable for mailing. Perfect for Canasta, Bridge, Poker and Pinoch's. Lists \$8 to \$9.



Sensational new Phone Pad with Index. All essentials at hand . . . pad, pencil, alphabetized card index for names and phone numbers. Compact unit clips to side of phone. Chrome or brass with black lacquered base. Ball top dialer pencil held in place by magnet. Refill pads 4 x 6. Lists \$2 to \$3.



Handy brass gift pen . . . matching pair of two-tone polished brass stamp dispensers. Distinctive desk appointment. Black lacquer base with felt underpad. Lists @ \$2 to \$3.



This convenient new Memo Pad hangs on wall, lies flat on desk . . . pencil chained to base, always handy . . . takes standard adding machine tape refills. All metal base with felt protectors. Wall mounting screws included. Brushed Nickel or Copper finish. Lists @ \$1.45 to \$1.95.

REQUEST TODAY OUR COLORFUL 24 Page "SALES BUILDING IDEAS" brochure of Wirco Gifts.

WIRTH BROTHERS COMPANY
880 BERGEN AVENUE, JERSEY CITY, N. J.
Oldfield 6-0130

To make whiskey you start with:

Grain, finely ground, mixed with pure water, and cooked into a mash. Some of the grain is "malt" which may be any grain but is usually barley that has been soaked in water, allowed to sprout, and then dried. Malt transforms the natural sugars of the other grains into fermentable sugars. No actual sugar is ever used in legal whiskey.

After the mash cools, yeast is added to induce fermentation. The yeast splits the sugar molecules into alcohol and carbon dioxide gas. The

alcohol stays in the liquid, and the gas bubbles away. What's left is called "distiller's beer."

Now actual distilling begins. Object: to produce a stronger drink by extracting the water from that beer and keeping the alcohol.

It can be done because water boils at 212 Fahrenheit, while alcohol boils sooner—at 176 F. A boiling liquid becomes vapor which rises.

In the still, heat of above 176 F. but below 212 vaporizes the alcohol. This vaporized alcohol passes into

in all the world . . .
no other **MONEY CLIP**
like this!



A Magnificent Gift for Your Friends . . .

To remember business associates and friends—you want a gift choice that not only combines good taste and elegance but, it must be a gift that he will treasure the year 'round.

This handsome **GOOD LUCK MONEY CLIP** is the most practical bill clip ever made, fashioned of tempered chrome steel, highly polished . . . never loses its tension—comes with genuine silver dollar attached—personalized with individual monogram—finished in gold and inlaid with lustrous baked black enamel, or with neutral engraving plaque. Truly a gift the recipient will treasure.

Price Schedule: Includes choice of Monograms or neutral engraving plaques. (See illustrations.)

1 to 10 units	\$6.50 ea.
11 to 25 "	6.00 "
26 to 149 "	5.50 "
150 to 249 "	5.00 "
250 to 499 "	4.75 "
500 up "	4.50 "

ADD 10% FED. EX. TAX
S & M MFG. CO., BOX 1166, EVANSTON, ILL.

Shipping Terms: On orders under 50 units kindly include remittance with order—on larger quantities 25% with order is required, balance on delivery.

We pay all delivery charges



the gift to give this year!



just like Grandmother used to bake!

Everyone on your gift list will love one of these special hams. They're sweet and mild, the result of fifty years of making hams! Not country style—but slow-smoked the old-fashioned way with the skin on to retain the natural juices and delectable flavor. Complete satisfaction guaranteed, or your money back! Cooking suggestions come with every ham.

Specify weight—from 12 to 20 lbs.—for each ham you order. \$1.25 per lb., postpaid. Send check or money order to . . .

HUNTER PACKING COMPANY

EAST ST. LOUIS, ILLINOIS

Whiskey: Where It's Made and From What

	MAIN AREAS OF PRODUCTION	INGREDIENTS: Legal minimum standards	DISTILLING PROOF	USUAL MARKETING PROOF	MINIMUM AGING PERIOD	ESTIMATED % OF 1956 SALES
BLENDED WHISKEY	Ky., Ill., Md., Pa., Ind.	20% straight whiskey 80% neutral spirits	Under 160 190 or more	86	2 years not aged	49.2
STRAIGHT WHISKEY	Ky., Ill., Md., Ind., Pa., Tenn.	Any whiskey not blended with neutral spirits or other whiskies	Under 160	86 to 100	2 years	27.8
BOURBON	Tenn. Ky., Ill., Ind.,	51% corn 49% malt and rye mash	Under 160	86 to 100	2 years	
RYE	Western Pa., Md.	51% rye 49% malt and corn mash	Under 160	86 to 100	2 years	
CORN	Ky., Ill.	80% corn 20% malt	Under 160	86 to 100	2 years	
BOTTLED IN BOND	Throughout U. S. A.	Unblended distillate of any material	Under 160	100	4 years	7.8
BLENDS OF WHISKIES STRAIGHT	Ky., Ill., Ind., Md., Pa.		Under 160	86	2 years	1.0
CANADIAN	Canada	Malt, rye, corn, wheat	Not specified by law	86.8 & 90.4	4 years	6.1
SCOTCH	Scotland Highlands	30% barley malt whiskey key from mash	140-142			8.1
	Lowlands	70% grain whis- key of malt, corn, rye	180-186	86.8	4 years	
IRISH	Ireland both Northern and Eire	Barley malt, and also rye, oats, wheat mash	140	86	4 years	

Estimates of sales by The Monopoly State Review

a cooled copper coil and is condensed back into a liquid. Most of the water stays behind.

What drips out of the coil is new whiskey. Colorless, it has at this stage a repulsive taste and smell. Aging is needed before it is presented to Men of Distinction.

How long should a whiskey age? Some people think the longer the better. Leading chemists say:

"Whiskey improves greatly for the first four to six years of storage. Thereafter the improvement is slight, and after 10 years is negligible. Scotch and Irish whiskeys, however, seem to improve slightly for a few years longer. Very old whiskeys are high priced because of evaporation losses, and warehouse and overhead charges."

Maximum Proof

Distilling may be repeated until all the water is taken out. You'd then have pure, 200 proof alcohol. It's seldom made, even for medicinal purposes. Legal maximum distilling proof for American whiskeys is 160. Usually the figure is much lower. Here's why:

Some impurities are carried over with the alcohol, minute quantities with jawbreaking chemical names. The higher the distilling proof, the fewer impurities and the lighter the body. But it's these impurities that provide body, flavor, and aroma.

Liquor men wince at the sound of "impurities." They prefer "congeners," the scientific term, as having more sales appeal. Congeners in your highball are, of course, as beneficial as the bacteria that give flavor and fragrance to good cheeses.

Straight whiskeys are generally distilled at 115 to 140 proof. Grain neutral spirits — distilled at 190 proof or more — are so refined they are tasteless, odorless, and light bodied. As such they merely supply background for blends of the lower proof, and zestful, whiskeys.

"Proof" is a word that mystifies John Everybody. He reads the label on a fifth of Old Mellow, "100 proof," and perhaps concludes, "Must be 100% alcohol. Powerful stuff." John is wrong. A proof of 100 means 50% alcohol and 50% water.

The term was once "gunpowder proof." To test the strength of liquor, old-time distillers poured it on gunpowder and struck a match. If the

SOMETHING REALLY UNUSUAL!

GIFT STEAKS

**BIG, DELICIOUS, TENDER—
A GOURMET'S DELIGHT!**

Unsurpassed Quality from U. S. Prime show beef. Trimmed, *boneless* sirloin strip steaks. Flavor-aged to perfection. Flash frozen to seal in unsurpassed flavor and cherry red bloom. Six big ones—each 1 lb., in a gold foil gift box, with insulating bag, dry ice and outside carton. *Your gift card enclosed—\$22.50 per box, delivered anywhere in the United States. Order now from the century old House of Quality: Gift Steaks, ESSKAY, attn: Mr. Frank Connors, Box 476, Baltimore 3, Maryland.*

Fully-cooked, hickory-smoked hams available too. Write for prices.

Sales Management's

1958 COUNTY OUTLINE RETAIL SALES MAP OF THE U. S.

**Shows at a glance comparative Retail Sales Strength
of every county . . . 27" x 41" . . . in 6 colors**

1. All Metropolitan County Areas clearly defined.
2. County names . . . for all U. S. Counties . . . most legible of all the many outline maps we have seen.
3. Differences in retail sales volume indicated by County shadings . . .
Red—for counties with \$100 million or more.
Green—for counties with \$50 million to \$100 million.
Yellow—for counties with \$25 million to \$50 million.
Blue—for counties with \$10 million to \$25 million.
4. 1750 cities with retail sales of \$20 million or more.
5. City populations indicated—(as of January 1, 1958).
6. Special blown-up projections of all congested small-county areas with county lines and names clearly indicated.
7. Special markings indicate counties whose family sales exceed U. S. family average.

PRICE: \$3.50 a single copy;
\$3.00 each for two or more copies

SALES MANAGEMENT

386 Fourth Avenue, New York 16, N. Y.

liquor blazed up, it was too strong. The proper strength would burn slowly with the powder in a blue flame.

Mixing 50% alcohol with 50% water gave a slow, steady flame. So that strength was considered perfect, and was called "100 proof." Alcohol with no water is, to repeat, 200 proof. Spirit hydrometers have replaced the gunpowder test. But we still speak of "proof."

All distilled liquors must have the proof on the bottle. Divide by two to get the percentage of alcohol.

While distilling removes water from alcohol, drinkers may put it back. Some convivals do and some do not. In the latter class is Sir Robert Bruce Lockhart, an authority on Scotch. Says he:

"Soda or water with Scotch is an abomination, and degrades both the spirit and the soul. Your true connoisseur abides by the old saying:

"There are two things a Highlander likes naked. And one of them is whisky."

(Sir Robert spells it "whisky," without the "e." North of the Tweed that is correct. Scots are thrifty, saving even letters of the alphabet. Elsewhere it's "whiskey.")

Plenty of gentlemen South of Mason & Dixon's Line endorse Sir Robert's anti-water sentiment. Some of them go so far as to close their eyes before lifting a toddy because:

"The sight of good liquor, suh, makes my mouth water, suh, and I don't like to dilute my dram, suh."

Meanwhile, back at the distillery, diluting is entirely proper. No whis-

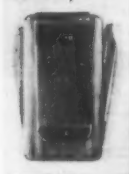
key comes to you at the same proof as it runs from the still. At barreling and again at bottling it's reduced in proof by adding pure water. Otherwise the proof would be too high for enjoyable quaffing. Since most people prefer a light, mild drink, 86 to 100 proofs are the best sellers.

The chart on page 218 gives distilling and bottling proofs for all types of whiskies.

Government regulations state exactly what the types are:

"Neutral spirits" are distilled from any material at or above 190 proof,

Distinctive Gifts for executives

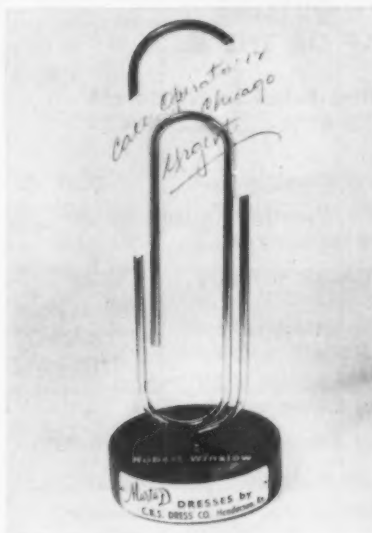


MONEY CLIP with KNIFE and NAIL FILE



MILLER ADVERTISING SERVICE

P. O. Box 121
EVANSVILLE 5, INDIANA



Your pal for life!

and your customers too if you say "Merry Christmas" with the TEXAS PAPER CLIP. Beautiful 8½ inch goldtone clip with your firm name and trade mark inlaid in 23K gold on the ebony black base.

Miller
ADVERTISING

WRITE FOR
QUANTITY PRICES

P. O. BOX 121 - EVANSVILLE 5, IND.

CHRISTMAS GREENS AND GIFTS FROM VERMONT

For 25 years, our famous Greens and other gifts have been ordered from every state in the country.

Our Wreaths are heavy, hand-made from Vermont fragrant Balsam and trimmed with native nut-brown Cones and natural Holly Berries.

There are, of course, "do-it-yourself" boxes of Sprays and Evergreens. Also listed are the long lasting indoor terrarium-like Partridgeberry Bowls that are colorful for many months.

For the sweet tooth, we have Pure Vermont Maple Candy, Vermont Berry Jams and Jellies, and Maple Walnut Crunch.

We have Deerskin Gloves and Vermont-made Baskets for the "different" gifts.

Send for our free catalog

Putney Nursery, Inc.

Box C58

Putney, Vermont

Seeking the different?
Got tight gift budget?

DOC'S SPECIAL SMALL GIFTS

For a greeting . . . for a gift . . . for a sales booster: give the gift without a price tag: one of these chuckle-filled, laugh-provoking gimmicks from Doc's riotous reservoir of fun. EACH RECIPIENT'S NAME INDIVIDUALLY IMPRINTED. . . plus your company name. 90c each in lots of 25, down to as low as 40c each in lots of 5,000. Write for details!



NEW INSTANT CASH

For puny pocketbooks. Directions on label for making a pot-full of tempting hot cash or satisfying cold cash. Play-money bankrolls pop out like jack-in-box. Your name on three color label.

MAKE-BELIEVE PILLS

Famous for every conceivable personal or business "relief" with hilarious symptoms geared to every profession or hobby. Space on the label for the bogus DR.

FOR _____, all with tid directions and gift boxed.



PERSONALIZED LIQUOR LABELS

For Old Smith (or name of individual recipient) Self adhesive, reusable. Paste on gift bottles or as separate gift. 3 to box. Also available for various hobbies or professions, 12 to box, with company name.

SAME OLD BULL

For any greeting that is King Size, with a space for Company name on draw-string tag. Giant sack of real tobacco gift boxed.



Write for Airmailed Catalog!

DOC'S APOTHECARY
BAYTOWN 7, TEXAS

whether or not this proof is later reduced. "Grain neutral spirits" are from any grain—corn, wheat, rye, etc.

Just plain "whiskey" is made from any grain at less than 190 proof. It's the poor relation of the family, and is the lowest priced.

To qualify as "straight whiskey" the distilling proof must be no higher than 160. Hence, straights have character and taste that sets lips smacking. If 51% of the mash is rye or corn, then it may be labeled, respectively, "straight rye" or "straight bourbon."

"Blends of straights"—either all rye or all bourbon—combine the flavor of one whiskey with the body of another, and the bouquet and smoothness of others. They contain no neutral spirits.

Quite different is "blended whiskey," also called "whiskey, a blend." It's what we drink most of.

Legally it may contain as little as 20% of straight whiskies, with neutral spirits supplying the other 80%. Those whiskies may be *both* rye and bourbon. In practice, the proportions are about 35% to 40%

straight whiskies, and the rest neutral spirits. The mixture at bottling must be at least 80 proof, though 86 is usual.

Liquor advertising, naturally, stresses the whiskies in a blend. They are "elegant," "silken smooth," "slow aged." There's not much to trumpet about the pure neutral spirits, except to state their precise percentage, as the law directs.

Blenders, who are skilled artists, "marry" whiskies to obtain an entirely new product. One whiskey may be picked for heartiness; another for subtle flavor; and so on. All of them harmonize with the neutral spirits, which give lightness. Blending assures a brand that is exactly the same, year after year.

Demand for light-bodied drinks led to blending many years ago. Before Prohibition fully 70% of all whiskey sales were in blends. During the Dry Era, bootleggers "cut" liquor with everything from water to emblaming fluid. After Repeal, blends slumped owing to the mistaken belief that blending and cutting are identical.

Shortages during and after World



Reflections are long remembered when there is thought behind them. For perfection and artistry in gift packing our years of experience will add prestige to any gift you choose . . . whether fancy or straight fruit pack.

DELUXE MEXICAN BUSHEL \$14.25

DELUXE HALF BUSHEL 10.45

Shipped in Corrugated Container for Protection

Other packs from 17 lbs. to 90 lbs. ranging from \$4.15 to \$17.00. Write for our illustrated catalog.

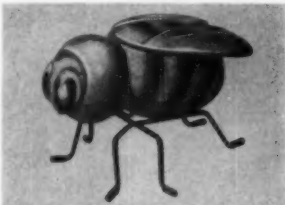


PRICES INCLUDE EXPRESS CHARGES TO STATES EAST OF THE MISSISSIPPI AND TO MISSOURI. ADD 15 PERCENT FOR STATES WEST OF THE MISSISSIPPI RIVER, WISCONSIN, MINNESOTA AND UPPER MICHIGAN. FOR THE PROVINCES OF QUEBEC AND ONTARIO ADD 20 PERCENT. FOR RATE IN OTHER PROVINCES, WRITE US.

W. Ross Walton
CLERMONT, FLORIDA
SERVICE IS MY BUSINESS!

A HONEY OF AN IDEA!

Smart, inexpensive gift-packs of Honey for business friends



CERAMIC HONEY BEE...a gay conversation piece! Gold and black, 6" long with wrought iron legs. Packed with MILLER'S fancy clover honey in cellophane bag. . . . **\$3.00 each***



GOLD RUSH BUCKET...holds 12 oz. jar, Creamy-Clover Honey, delicious, dripless pure honey spread. This smart, brass-trimmed Philippine mahogany bucket is re-useable. . . . **\$2.00 each***

Shipped prepaid anywhere in U.S.A. from your own gift list

* **WRITE FOR QUANTITY DISCOUNTS**
MILLER'S HONEY CO.
Dept. SM 98 • Colton, California

... for Your

Extra

CONVENIENCE

A special pull-out index between the last page and the inside back cover catalogs all the items appearing in both the advertisements and the Gift Gallery of this issue. You'll find that it pretty well covers the world of practical gifts . . . is jam-full of suggestions.

For . . .

. . . Gifts up to \$3
See Page 100

. . . \$3 to \$10
See Page 124

. . . \$10 to \$20
See Page 162

. . . More than \$20
See Page 196

. . . for That Special Occasion
See Page 228

War II brought new friends to blends. Dealers had nothing else. And drinkers discovered that mixtures were *hmm-hmmm*, not bad, bad a-tall. In 1947 blends represented 92% of all whiskey sales.

With larger stocks of matured whiskeys on hand, this percentage has gone down. Yet blends are still the least expensive, best-selling.

The public has a peculiar quirk about blends:

Nearly all the "rye" ordered at bars and package stores is actually

a blend of rye, bourbon, and neutral spirits. Most drinkers would yelp if served genuine, heavy-bodied rye.

People who enjoy "straight rye" or "bonded rye" must ask for it in those words, or by brand. In Maryland and Pennsylvania they know the difference. There it's unpatriotic to quaff anything except the true descendant of Old Monongahela.

Dixie and the West are apt to mis-call all blends "bourbon." Thus the identical bottle of "rye" in New York is "bourbon" in New Orleans. Yet there is no attempt to deceive. Labels do not pretend that neutral spirits plus several kinds of rye and bourbon is anything except a mixture.

How did this common error start? Probably because blends were not developed until preferences had become fixed. Then people began to think of a blend as whatever they were used to. Bartenders and liquor dealers didn't — and don't — argue with their customers.

Self-styled connoisseurs are a bit hoity-toity over blends. They prefer straights, particularly bottled in

bonds. Bonded liquor is either rye or bourbon that meets these conditions:

distilled in one plant and in one season at below 160 proof;

aged at least four years in a government warehouse;

barreled and bottled at 100 proof.

Uncle Sam guarantees these facts. His green revenue stamp does *not* guarantee the quality of the bonded liquor, contrary to a widespread idea. Storage in a government warehouse enables the distiller to post-

RULES TO SOLVE THAT GIFT LIST



- ★ Gold-toned Finish
- ★ Durable, long-life
- ★ Practical, costs little
- ★ Looks expensive
- ★ Can be imprinted either side
- ★ Attractive Quantity Prices

Now you can solve that gift list easily. Give *the* gift that will be *used* by the most discriminating top executive. A gift that will stay *on top* of his desk the whole year 'round. Your message will remind him over and over . . . this is a gift of good taste.

A combination ruler and paper weight to bring pleasure and satisfaction to every person receiving it. Accurate, beautifully designed and polished to a jewelers bronze finish on anodized aluminum. Scales to fit every industry. Check over your preferred list of customers and prospects.

Write today for attractive prices.

UNION Litho METAL
CORPORATION

4808 WRIGHTWOOD AVE., DEPT. 5A, CHICAGO 39, ILL.

THE BEST VALUES IN Smart Gifts

Exquisite heavy silver plate in Authentic Georgian style. Check box for Sample desired.

#9035 SALAD SET
Retails for \$10.00
☐ Sample \$3.00 fork
☐ Sample \$3.00 spoon

#9005 CANDLE SNUFFER
Retails for \$2.95
☐ Sample \$2.00 each

#9010 CARVING FORK
Retails for \$2.50
☐ Sample \$1.50

#9025 PUNCH OR SOUP LADLE
Retails for \$10.00
☐ Sample \$6.00

In Pacific cloth bags — attractively boxed

Gerity Gifts, Inc.
350 W. Broadway, New York 13
Showroom 225 Fifth Ave. N.Y.



SHAVE ANYWHERE!

NO PLUG! NO CORD! NEW SWISS-MADE BATTERY SHAVERS! A gift your business friend will keep with him always . . . in the office, camping, fishing, traveling, at home! The Swiss-made Lord Riam is a precision-built, powerful electric shaver that runs for over 5 months on two ordinary flashlight batteries. Easy to clean and compact, with a self-sharpening double-blade rotary head that shaves as fast and close as any shaver made. **MONEY-BACK GUARANTEE** if not completely satisfied.



\$9.90 including battery

Deduct 5% over one dozen; 7½% over 3 dozen; special discounts over 6 dozen; gift case \$1.00 extra.

BELF & LUSTIG, INC.

Dept. SM, 46-20 76th St., Elmhurst 73, N.Y., HA 9-6400

pone paying the excise tax until the whiskey is bottled for marketing. Uncle is solely concerned with collecting that tax.

Before bottling, the proof is brought down to 100, for during aging some of the water evaporates and the proof goes up. If reduced to 86 proof, it may be sold as "straight" rye or bourbon. Only 100 proof whiskey may be called "bonded." Bonded pays a \$2.10-a-bottle tax. Lower proofs pay \$1.80.

An unbonded, 86-proof straight

may be as good as or better than a 100-proof bonded. Catering to the trend to lighter drinks, most liquor companies now offer both types.

But one distiller urges customers to buy his 100-proof bonded and add their own water. "Why," he argues with some reason, "pay for hauling water from my still to your house?"

Scotch

Scotch is a blend of malted barley whiskies ("malts") and grain whiskies, mostly corn. Light-bodied corn whiskies constitute 50% to 70% of the mixture. But the flavor comes from the heavy-bodied malts.

Straight malt whiskies have been distilled in Scotland for centuries. Barley alone goes into the mash. Before that stage the water-soaked sprouted malt is dried over peat-turf fires. For three or four days thick peat smoke billows through the malted barley. You taste this smoke across an ocean in space and years in time. Scots swore by the emphatic flavor of unblended malt whisky. James Hogg, 18th Century poet, summed up the national view:

"If a body could just find oot

the exac' proper proportion and quantity that ought to be drunk every day, and keep to that, I verily trow that he might live forever; and doctors and kirkyards would go oot o' fashion."

Up until 1853 hardly a drop of Scotch was sold outside of Scotland. People of other countries found it too rugged. In that year Andrew Usher (his firm is still in business) decided to blend malt and grain whiskies. He sought a smoother, milder beverage.

**DELICIOUS AND...
DIFFERENT!**



Give

GENUINE

ROCKINGHAM

Smoked Turkeys
for CHRISTMAS!

One of the nation's most delightful foods... comes directly from the smokehouse, fully cooked, ready for the table. Delicious hot or cold—for parties, dinners, buffet suppers, hors d'oeuvres. Shipped frozen in an insulated box. An unusual and appreciated gift a whole family will enjoy.

The flavor and tenderness of this delicious smoked turkey is assured by its being raised on beautiful blue green pastures, in an atmosphere of cool, crisp mountain air, and pure sparkling spring water.

Quality and wholesomeness assured by this seal



Weight 8-18 lbs. after smoking. Just send name and address of individuals, specifying weight of bird. We do the rest.

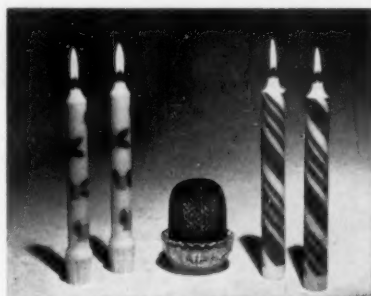
\$1.75
PER LB.
DELIVERED
IN U.S.A.

Delivery guaranteed on order placed by December 5th

WRITE

ROCKINGHAM

POULTRY MARKETING COOPERATIVE, INC.
Broadway, Virginia



GIVE CANDLES THIS CHRISTMAS and delight the entire family of the recipient of your gift with this Special Gift Package of fine imported British candles. Included in this popular collection personally recommended by the Candles of the Month Club: Pair of Holly Candles with the tasteful green and red holly design; also pair of red and white striped Peppermint Stick Candles. Both 8" tall—fit standard holders. And as a permanent conversation piece to be used throughout the year, the charming Old English Fairy Night Light. The diamond point pattern of its ruby glass shade makes a distinctive sparkling red glow as the candle flickers inside. Individually and handsomely gift wrapped—mailed directly to your gift list. All this holiday cheer—only \$6.95 ppd.

CANDLES OF THE MONTH CLUB

P. O. Box 6552
5134 Mercer Ave. Houston 5, Texas

Request free full-color literature presenting exciting gifts from \$1.95 to \$50.00!

*The
finest gift...*

Gifts in perfect taste,
postpaid with your card to
your customers and friends!



**REAL OLD FASHIONED
NEW YORK STATE
CHEESE**

3 or 5 lb.
aged CHEDDAR
WHEELS!

1½ lb. blocks
Hickory and Maple
Naturally SMOKED
CHEESE that slice
exactly "cracker size"!

2½ lb. CHOICE O'
CHEESE Packs for 4
"cracker size" blocks:
Caraway Cheese, Aged Cheddar,
Sage Cheese (with real sage right
in it!), and Hickory and Maple
Naturally Smoked Cheese!

All Prices include Postage! Weights approximate.
3 lb. CHEDDAR WHEELS \$3.50 each postpaid
(add 35¢ for each address west of Mississippi)

5 lb. CHEDDAR WHEELS \$5.25 each postpaid
(add 60¢ for each address west of Mississippi)

1½ lb. blocks HICKORY and MAPLE \$2.25 each
NATURALLY SMOKED CHEESE postpaid
(add 25¢ for each address west of Mississippi)

2½ lb. CHOICE O' CHEESE Packs \$4.75 each postpaid
(add 35¢ for each address west of Mississippi)

ORDER NOW! Include business cards to be sent with cheeses, or we will gladly furnish the cards.

GOLD CUP FARMS, INC.

491 FRENCH ROAD • UTICA 4, NEW YORK

English buyers sipped cautiously at first, and then placed orders. Here was a mixture with a crowd-pleasing flavor. Other distillers followed Usher's lead. With the passing years, blends have become progressively blander. And sales have gone up all over the world.

Straight malts are no longer marketed commercially, to the sorrow of tradition-loving Scots. Blends exceed 4,000, all based on the product of some 130 malt distilleries. Blending, of course, stretches the malt supply.

As many as 50 malts and half a dozen grains may be used in one brand. No two malts are exactly alike. The four general types are named for the areas where they are made: Highlands, Lowlands, Islay, Campbeltown. Glenlivet and Speyside, in the Highlands, produce the costliest and best, experts say.

Mash of the grain whiskies with which the malts are blended contains more than 80% corn. Distilled at a high 180-186 proof, the corns are almost colorless, tasteless, and odorless. In this they resemble neutral grain spirits, used for blending with rye and bourbon.

The two should not be confused. Grain whiskies—unlike neutral spirits—are aged for at least three years, and are true whiskies. After marriage with aged malts, the blend goes back into barrels for still more maturing.

All Scotch exported to the U.S. must be at least four years old. In practice, the malts are apt to be much older. Labels will tell you how much more. Premium brands may be 20 or even 40 years old. Proof

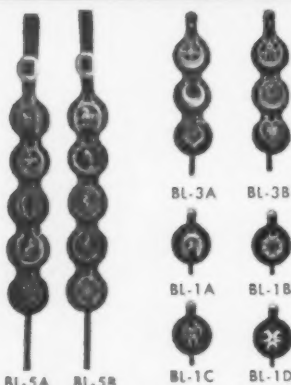
also appears on the label; 86 proof is usual.

A label will *not* specify the proportion of malt and grain whiskies. Neither British nor American laws require it. The better brands contain a higher percentage of aged malts.

When blending is done in this country, employing American neutral spirits, the blend must be called "Scotch-type" whisky. A few heretics claim this is as good as the made-in-Scotland brands. Such infidels had better stay away from any-

HORSE BRASS DECOR-

Something entirely different for Business Giving Occasions.



HORSE BRASSES used to be for the horses. Today, they are displayed most charmingly, in combination with leather, as distinctive wall decor.

WILTON'S gleaming reproductions of historic and significant amulets, in solid hand-polished brass, are accentuated by the soft glow of hand-crafted leather for added grace and character to fireplace, living room, hall, den or rumpus room. And don't forget—they make OUTSTANDING GIFTS FOR MEN, in office, club or tack room.

Wilton PRODUCTS, INC.
WRIGHTSVILLE 4, PENNSYLVANIA

Gift Packed, of course!

QUANTITY Prepaid to one address in U.S.A.	PRICE (each)		
	BL5A-B	BL3A-B	BL1A-D
1-11	\$10.50	\$7.50	\$4.00
12-24	9.45	6.75	3.60
25-49	8.40	6.00	3.20
50-99	7.35	5.25	2.80
100-or more	6.30	4.50	2.40

Leather finished in Antique Walnut, Black, or Natural. Please designate finish.

WILTON PRODUCTS, INC.

Dept. SM., Wrightsville, Pa.

Gentlemen:
Enclosed please find \$_____ to cover cost of items (or sample) listed on our letterhead (or purchase order) attached.

Name _____

Firm _____

Address _____

City _____

State _____

(Penna. residents: add 3% sales tax)

The Best in TASTE!



**TEXAS RUBY RED
GRAPEFRUIT**

Nature's exclusive favorite—sundrenched, red-meated, sweeter flavored... **TEXAS RUBY RED GRAPEFRUIT.** Select, tree-ripened fruit, packed and shipped direct from the MUMMERT Groves. Send your Gift List. We'll do the rest and enclose personalized GIFT CARD. Guaranteed shipments, prepaid.

Ruby Red or Assorted. Please indicate which.
ADD 75¢ FOR SHIPMENTS TO CALIFORNIA, ARIZONA AND FLORIDA ON ACCOUNT OF STATE LAWS.

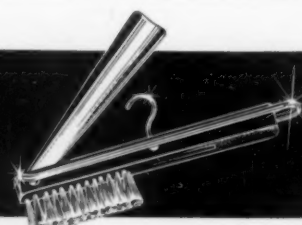
THE MUMMERT FARMS Dept. SM
P. O. BOX 66, PROGRESO, TEXAS
Please ship the following to names and addresses attached.

☐ Pack 2A—1/2 bu. carton RUBY RED. \$7.00

☐ Pack 2E—1/2 bu. carton Ruby Red and Oranges. 6.35

☐ Pack 2D—1/2 bu. carton White Marsh Grapefruit and Oranges. 5.70

Send for free illustrated gift folder.



THE ROYAL VALET... One of the most novel and practical available... It's 3 gifts in 1—ideal for traveling, golf locker and at home. Combination clothes brush-delinifer, pants or skirt hanger, and folding KING-SIZE shoe-horn, all in one compact unit. Handsome gift box. Chrome trim with nylon bristles—\$1.95. Genuine goldplate with brass bristles only \$2.95.



UBANGI... Smartest of the new for the office and the home! Exotic figurine is museum-piece of African Art that will add charm as well as usefulness. Ebony finished, metal casting with brass neck rings and base plate. Ubangi maiden serves as bottle opener, paper weight and ring holder. All packaged in native gift box. A unique gift—a real "conversation piece" bottle opener \$2.95. Opener and ash-tray set \$5.95.



THE ROYAL SPORTSMAN... A regal gift for the dressing room! One of the smartest remembrance gifts of all time. Dresser Tray is finished in genuine 22K goldplate—holds rings, keys, change, etc. or can be used as ashtray—Riding Crop shoehorn is really KING-SIZE 21" long—finished in goldplate with Hunter red or black crop. Beautifully gift boxed set of two, only \$9.95. Dresser tray is \$3.95. Horn is \$5.95.

Send for samples and quantity prices.

GERARD INDUSTRIES, INC.
TOLEDO 1, OHIO

one wearing kilts.

Prohibition helped to popularize Scotch in the U.S. The Real McCoy was superior, when it could be had; and even poor imitations became fashionable.

Higher priced than domestic blends, Scotch is now drunk mostly in cities and resort centers. Sales are about 8% of the liquor total.

Irish

Like Scotch, Irish whiskey is distilled from a mash of barley malt.

MANUFACTURING EMPLOYMENT MAP OF U. S.

*Prepared by Survey of
Industrial Buying Power
Research Staff*

27" x 41"

In 6 Colors

County manufacturing employment indicated in color—Red for 50M or more; Green for 25-50M; Yellow for 10-25M; Blue for 5-10M. Relation of county employment to U. S. average also indicated. Price \$3.50 each; \$3.00 each for two or more.

Map Department

SALES MANAGEMENT

386 Fourth Avenue

New York 16, N. Y.

Contrary to a popular misconception, potatoes are never used. Scotch's smoky bouquet and taste are missing from Irish. Its malt is dried out in kilns where the smoke cannot reach the grain particles.

This nonsmoky drink is marketed in two types: straight and blended. The straight is full bodied, full flavored. The blended is a much lighter drink. Straight malt whiskies are distilled at about 140 proof. The grain whiskies for blending are distilled at 180 to 186 proof.

Aging—as for Scotch—is in barrels that formerly held sherry wine. Minimum for both malt and grain whiskies is four years, with six and seven years customary.

Production is carried on in Eire and Northern Ireland. Consumption in the U.S. is small except on March 17. Then parading Friendly Sons of St. Patrick and the Ancient Order of Hibernians cause a spurt in sales.

A magazine campaign by a group of Irish distillers is endeavoring to

get all-year customers. "Irish coffee" is a valuable part of the campaign. Thousands of travelers first met the drink at Shannon Airport. It consists of hot coffee, sugar, a jigger of whiskey, and whipped cream.

Warmed and refreshed, the travelers stored the drink in their memory and later served it back home. Restaurants from Miami to San Francisco have since put Irish coffee on the menu.

If every American named O'Something insisted on Irish coffee

Helena Rubinstein

announces a new
service of

GIFTS for CAREER WOMEN

Magnificently wrapped perfumes, jewels, cosmetics from 3.30 to 50, including federal tax mailed free with your card from the Helena Rubinstein Salon. Gift certificates redeemable for Helena Rubinstein cosmetics or wearables or for exclusive Salon Beauty Treatments from 5.50 to 5000. For illustrated leaflet, phone or write Mala Rubinstein, El 5-2100

HELENA RUBINSTEIN SALON,
655 Fifth Ave.,
New York 22, N. Y.

EXCELLENT SPECIALTIES WITH THAT EXTRA SELL!



#806 SIX FOOT TAPE RULE
Die-cast, heavy-chrome case
presents your four (4) line
imprint every time the tem-
pered 6' rule is used . . .
which is often.
100—65c 250—64c
500—62c 1,000—59c

Write for the NEW FREE 32 page catalogue. Just off the press. Featuring hundreds of advertising specialties and executive gifts to choose from. Beautifully illustrated with prices listed for various quantities.

R. FRANK

ADVERTISING SPECIALTIES INC.
253 Center Street, Williston Park, L. I., N. Y.
Pioneer 7-8281

—sure Erin's distillers would be jiggling for joy.

Canadian

Neither rye nor bourbon, Canadian is a distinctive blended product. Rye, corn, malted barley, and sometimes wheat go into the mash. No one grain predominates.

Distilling is at a much higher proof than for American whiskies, with redistilling making further refinements. Aging in charred oak casks is for a minimum of four

years. Leading brands are six years old or more. Proofs vary from 86 to 90.4.

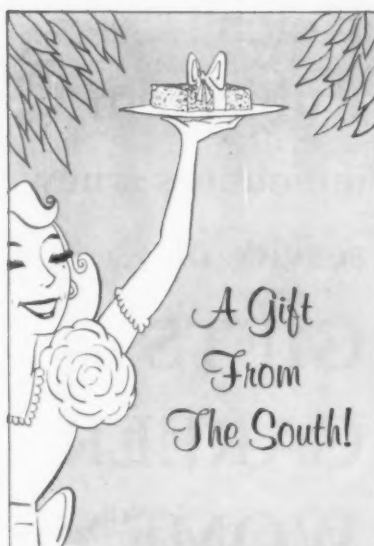
Canadian Government officials check every step of production, but they permit the distiller more leeway than in this country. He is not limited as to the proof at which he must distill, how and when to blend, nor what grains to use. He is supposed to know his business better than the government agents. Each distiller has his private formula.

Light in body and color, Canadian

sells best in cities. It ranks next to American blends in Michigan and—oddly enough—Delaware.

While widespread popularity is comparatively recent, Canadian whiskey is about 100 years old. Farmers started to distill their own grains for home consumption (Canadian winters are cold!). Gradually farming became secondary with certain families as the fame of their brands grew. It is big business now.

More than 140 countries import Canada's tangy whiskey.



Want the finest fruit cake available anywhere?

It's HONEYBELLE!

Old South goodness, fabulous richness, from a treasured Persian recipe...

Wholesale gift prices for 2 pound cake: \$6 in fancy imported gift box, \$4 foil-wrapped. Send coupon for sample, or order direct...

Honeybelle Foods Company

3402 W. Markham St.
Little Rock, Arkansas

Name _____

Firm _____

Address _____

City _____ State _____



SIZZLING STEAK PLATTERS

Stainless steel

"The Man's Gift"

Made in Sweden

Platter made of the finest heavy 18/8 Swedish stainless steel. Completely heat and oven proof. Will always look bright and lustrous—needs no polishing. Finely finished wood underliner for insulation may also be turned over and used as cutting board. Makes an everlasting gift. Individually gift boxed. Platter with underliner lists at \$6.95/set. Write on your letterhead for quantity discounts. If you desire we will send you one set on approval for only \$5.00 postpaid. Send check to:

SCIENTIFIC SILVER SVCE. CORP.

690 BROADWAY, NEW YORK 12, N. Y.

A Gift Worth Giving!

"Esquire" JEWEL CASE & STUD BOX

Sturdy top-grain cowhide case with suedine lining. Accommodates every kind of jewelry for men. Lid holds collar stays. Size 6" x 7" x 2".

COLORS: Suntan, Coppertone, Black

A Genuine \$7.50 Value!



QUANTITY	PRICE
12-49	\$4.25
50-99	\$4.00
100-299	\$3.75
300-499	\$3.50
500 or Over	\$3.25
F.O.B.—N.Y.C.	

Beautiful
GIFT
PACK!

Sample—
\$5.00 ppd.

FREE! Send for Catalogue
of Industrial Gifts

HALVIN CO., 170 Fifth Ave., N.Y.C. 10

Please ship Jewel Cases @ \$..... ea.

Enclosed please find \$.....

NAME

FIRM

ADDRESS

CITY STATE

(N.Y.C. Add 3% Sales Tax)

This ad introduces the most important
Ball Point Development in Years . . .
and it's an *Eversharp*!

AT LAST! A BALL POINT THAT
WRITES LIKE
A FOUNTAIN PEN!
New Eversharp Fountain-Ball Pen

New engineering triumph combines a porous, "honeycombed" ball
with exclusive high-density ink . . . practically eliminates skipping . . . gives your writing
clarity, richness and character never before possible in a ball point!



COMPARE!

Eversharp "Fountain-Ball" gives you nearly
3 times as much writing as ordinary ball points!
No running out of ink with this giant size cartridge!
Its clear, plastic tube shows ink level at all times.
And it's flexible—gives "cushioned" comfort to your writing.

NEW TRIANGULAR SHAPE!

How you'll love this exciting new
triangular barrel! Specially designed for
the natural triangle space between your
fingers, it's comfortable.
Also available in the familiar, ever-
popular round barrel. Both shapes in your
choice of "fine" or "medium" porous ball.

COMPARE! Eversharp "Fountain-Ball" gives your handwriting
added depth . . . expresses your very own personality!

*John Doe
Mary Smith*

*John Doe
Mary Smith*

Written with old style
ball point and ordinary ink.
With the plain, round ball
writing, ink just runs over
surface. Lines enter a
poor "ball point" line—
no shading or character.
Lines skip, drag, jump.



Written with new medium
weight "Fountain-Ball" and
exclusive high-density ink!
"Fountain-Ball" is lower
resistance—ink flows
through so well as shown in
left sample—paper grain dark,
or, denser writing, the com-
bust and best of a fountain pen.

**COMPARE! Won't skip
on any normal surface!**

It's amazing! New porous ball and
special ink combine for perfect
no-skip writing—even over
gross lines, irregularities.
Better. Writes on practically
everything—including
metal, glass, grease,
photographic, etc.

*Even writes
on grease spots*


...YET THE PRICE IS ONLY 98¢

Actual size of Advertisement is full page

Copyright 1955, by The Eversharp Pen Company. A subsidiary of The Parker Pen Company

- It's the name on the customer's lips . . .
the pen he wants in his hands—Eversharp "Fountain-Ball."
- Backed by big-scale newspaper and television advertising to insure broad
consumer acceptance!
- The new and exciting product your customers will be
looking for, attractively gift-packed and priced for Christmas.

THE EVERSHARP PEN COMPANY ARLINGTON HEIGHTS, ILLINOIS

A SUBSIDIARY OF  THE PARKER PEN COMPANY

GGift Gallery

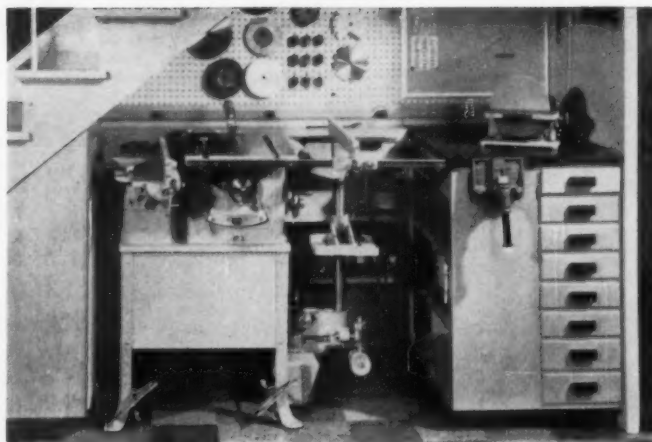
For Special
Occasions



▲ SUN'S RAYS set lens of electric-eye movie camera. Lens iris opens and closes automatically to adjust to changing light and shade. No batteries, motor, or springs are needed. An amber exposure beacon glows as long as there is enough light for good pictures; it turns black to warn when light is too dim. \$169.95. Bell & Howell, 7100 McCormick Road, Chicago 45, Ill.

◀ CEDAR CHEST for blankets, linen, etc. is handsome side table. Carpathian elm burl is used on the simulated doors (top lifts up); finished in walnut; 46½" x 19½" x 29". \$100. The Lane Co., Altavista, Va.

► SMALL ENOUGH to go under a stairway, Deltashop is a complete woodworking shop in 3' of space. Combines 9" tilting arbor circular saw, 4" jointer, 11" drill press, 8½" disk sander, stand, motor. Mottled gray color. \$299.50. Delta Power Tool Div., Rockwell Mfg. Co., 400 N. Lexington Ave., Pittsburgh 8, Pa.



Here's a REAL Pocket Secretary...



just the thing to give to your customers as a good-will gift — or to your salesmen, dealers or distributors at meetings, conventions and other important gatherings.

Available in Genuine Morocco, Genuine Cowhide and Genuine Pigskin. With your ad stamped in genuine gold, it is a useful, continuous reminder of YOU.

Let us know the quantity you need — we'll send cost information promptly.

Minimum order — 25 pieces.

For sample of No. 921 as illustrated, send \$3.00 — rebated on receipt of an order.

ADVERTISING CORPORATION OF AMERICA
Manufacturers • • • • Easthampton, Mass.

You can afford to

*Give Mink
this Christmas!*

with a dram dispenser of perfume
by PRINCE MATCHABELLI

So elegant with its
golden crown cap and
luxurious mink holder
...a unique way to
say "thank you"
with perfume:

available in
WIND SONG
STRADIVARI
CROWN JEWEL
BELOVED
ADDED
ATTRACTION

*
IMPORTANT DISCOUNTS
ON QUANTITIES
OVER 72 PIECES

WRITE TODAY: Corporate Gift Dept.

Prince Matchabelli

415 MADISON AVE., N. Y. 17, N. Y.



Mowrer Farms

"GENUINE HICKORY"
HONEY GLAZED • ZESTY SPICED

Smoked Turkey

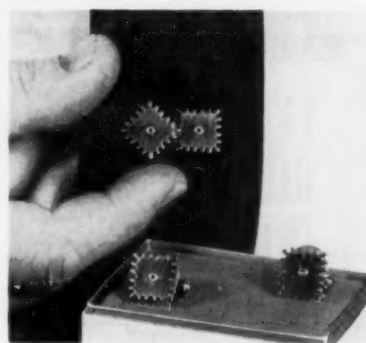


READY TO EAT

Give a MOWRER FARMS Honey Glazed Smoked Turkey to friends or employees. Each Turkey is marinated with zesty spices, and slow smoked long hours with real "Hickory Wood". Ready To Carve and Serve. Sizes 8 to 16 lbs. net, \$1.65 lb. 10% DISCOUNT on 25 birds or more. Enclose addresses and delivery dates with M.O. or check. We gift wrap each Turkey, enclose a card and ship prepaid in U.S.A. Allow 10 days for delivery after we receive your order with payment.

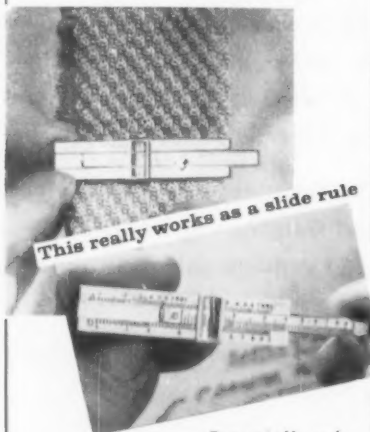
**MOWRER FARMS FOOD
PRODUCTS, INC.**

P.O. Box 709, Turlock, Calif.



FOR MEN OF SCIENCE—A beautiful, workable oddity of science just developed (patent applied for). Turn either of the heavily gold plated SQUARE gears of the tie tack in either direction and the meshing gear smoothly follows. The matching cuff link gears also revolve. Not only will this product be the object of much conversation but, long after that it will be worn for its beauty. Your company name, products, (even personal message) can be imprinted on the guard piece of the tie tack. What could be a better total combination for business promotion? The complete set, as illustrated, retails for \$4.95; the tie tack only at \$3.75, in gold plate and guaranteed. Write for special quantity prices, with imprint for industrial firms. Baby Slide Rule Co., P. O. Box 9, East Lansing, Michigan.

**Clever, Precision-made
SLIDE RULE** TIE CLASP



Especially welcome gift for all professional men and students. Decorative and useful. 2" long, fully calibrated with scales A, C and D. Sterling silver or gold plate slide rule in plastic gift box \$6.95 postpaid. Firm or personal names engraved, 50c each. Dignified impressive, truly personal conversation piece.

Write for Catalog of other unusual items and attractive quantity prices.

THE DAN NEWMAN CO., Dept. 10
207 West 25th St., New York 1, N. Y.
CH-3-0120

INTERNATIONAL GIFT CERTIFICATES

**The Gift Your Customers
in Germany and Austria
Will Most Appreciate**

When they receive International Gift Certificates, your customers can select the exact presents they desire at any one of almost 500 stores throughout Germany and Austria. You can be confident they are receiving gifts they will use and appreciate. They won't have to pay customs charges either.

It's easy for you, too. All you have to do is send us a list of names, with an amount in dollars indicated for each name. Add 50¢ service fee for each Certificate. Please send your check with your order.

By return mail you will receive your handsome International Gift Certificates, complete with envelopes for mailing abroad.

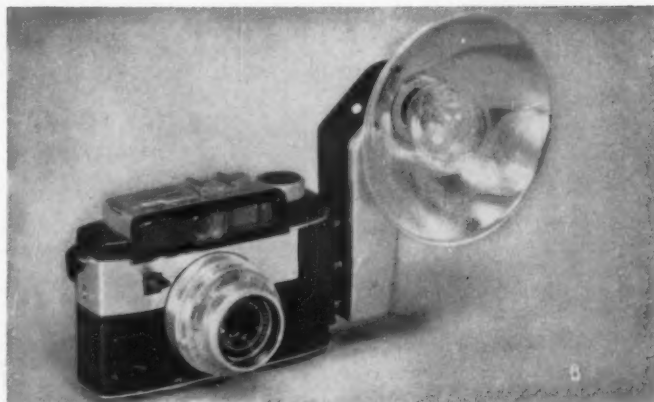
INTERNATIONAL GIFT CERTIFICATES, INC.
Dept. T-1, 16 E. 52nd St., New York 22, N. Y.
Telephone PLaza 9-2280

Gift
Gallery

► **CALENDAR** chronograph tells day, date, and month, and is a stopwatch with three registers: 60-second, 30-min., 12-hour. Plus, of course, telling the time. All-steel case; 17-jewel movement; "incabloc" shock protection; leather strap. \$110. Wakmann Watch Co., Inc., 15 W. 47th St., New York 36, N. Y.



▼ **EASIER** to read than a watch dial, photo-electric meter on Kodak Signet 50 gives exposure settings for every picture. Film loading is simplified by take-up drum that ends film threading. With flash holder and 3- and 4-in. reflectors for use with standard or midget flashbulbs. \$82.50. Eastman Kodak Co., Rochester, N. Y.

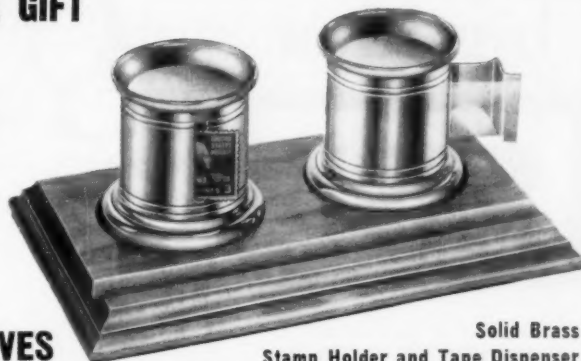


▼ **EXECUTIVE CUSHION** provides multi-directional massage for relieving nervous and physical tension. Increases blood circulation, helps aching muscles. May be used as back rest, foot rest, seat, etc. Foam rubber, Naugahyde cover in wide choice of colors. \$110. Dept. SM-1, Niagara Therapy Mfg. Corp., Adamsville, Pa.



▲ **GRILL-BAR-TEA CART:** Gour-Maid is shown here as grill and brazier, with firebox, cutting board, warming tray. Remove barbecue unit and it is portable bar. Next it becomes a tea wagon with serving tray. In gold, copper, or black aluminum frame; chrome-plated grid and accessories. \$149.95. Chesley Industries, Inc., 24777 Telegraph Rd., Detroit 41, Mich.

THE ONE GIFT YOUR FRIENDS WOULD SELECT FOR THEMSELVES



**Solid Brass
Stamp Holder and Tape Dispenser**

Here's a uniquely different gift . . . a beautifully crafted desk set that keeps stamps and tape at your fingertips on a solid walnut stand. Stamp Dispenser holds roll of 500 or new 100 roll of stamps. Tape Dispenser, holds 150 inch roll of always needed Cellophane Tape. (8 rolls of tape included with set). Holder and Dispenser weighs ¾ lb., can double as paper-weight. Felt bottom protects desk.

We'll send Tape Dispenser for your inspection upon receipt of purchase order or check of \$3.50.

WRITE FOR COMPLETE DESCRIPTION AND SPECIAL HOLIDAY PRICES ON QUANTITY ORDERS.
NORTHMORE'S 4609 W. ARMITAGE, CHICAGO, ILLINOIS

GIVE NOVEL, ZESTFUL FLORIDA CHUTNEYS!

Easy, unusual recipes included. Sambalan (hot) & Manisan (mild). Gold Gift Box — Two 8 oz. jars \$3.85 postpaid; Two 1 lb. jars \$5.25 postpaid.



KAMPONG, INC., P. O. Box 623, Miami 43, Florida

The perfect HOLIDAY gift ★ TURKEY ★

GAY HOLIDAY WRAPPING

Colorful parchment gift wrappers and bright ribbons add the right touch of festive gaiety to your gift. Send for free samples.



If you or your company want to be remembered for giving a distinctive Christmas gift . . . give turkey. It's traditional, practical, glamorous. A ready-to-cook turkey is a personal and a family gift. Have it delivered to home or office or give a redeemable gift certificate. Gift turkeys may weigh from 4 to 30 pounds.

**National Turkey Federation
Mount Morris, Illinois**

Without any obligation on my part please send me **FREE** samples and price list of your inexpensive gift wrappings and ribbons.

Name

Company

Address

City Zone State

Distribution Limited to Continental United States

THE
big idea

SELL

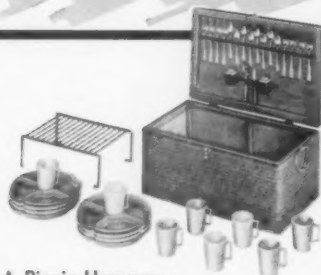
• Inspired by Mel Millar's recent Sales Management cartoon, this hard-hitting sign of the times is an ideal supplement or replacement for the THINK mottoes of soft-sell days. Printed in vigorous black type that hammers home its message in a hurry. 5" x 10", laminated, framed in black, wired and ready to go to work on any bulletin board or salesman's wall. A proud, challenging motto, you'll find it a hard-working gift, favor, award—or constant reminder for yourself of the one big thing to do today. \$1.50. Write or wire for quantity prices. Imprinting available.

THE **rye idea** co.

Box 178

Rye, N. Y.

A Gift Your Client --
(his whole family, too)
Will Remember
and Remember!



A Picnic Hamper—
by Red-Man. At home, at the
lake, traveling, for Gracious
Eating.

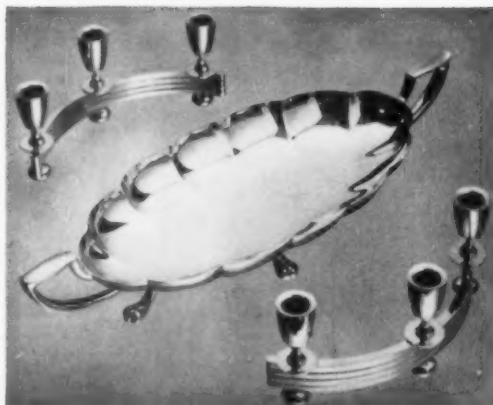
Write Dept. B.



w.c. redmon sons & co.

PERU, INDIANA—Since 1883

Gift
Gallery



▲ **GOLDEN** hue of Dirilyte is solid all through, the metal needs no polishing. Oval bowl, 20" x 7¾": \$78.50. Three-light candelabra 4½" high: \$75 for pair. Dirilyte Co., of America, Inc., Kokomo, Ind.



▲ **CINE-TWIN** is 8 mm movie camera which becomes a projector in 30 seconds. Three flashlight batteries power it for a year of filming, ending hand winding. Color codes guide assures proper exposure "even by amateurs." One electrical switch runs the projector mechanism, powers the high-speed rewind. Everything needed to convert from camera to projector is built in, ready for instant use. \$169.50. Wittnauer Instruments Div., Longines-Wittnauer Watch Co., 580 Fifth Ave., New York 36, N. Y.

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Answers to Your Gift Problems

For the undecided, these pull-out pages offer a wealth of ideas. To those with ready-made specifications, they show the products which fill the bill.

Both editorial and advertising suggestions in this issue are listed, page by page, in three ways:

1. By product, in alphabetical listing
2. By maker or seller, in the Advertisers' Index
3. By price, for items pictured in the Gift Gallery (see Table of Contents, p. 3)

Singly and together, the three lists will stimulate your thinking. They will help you find the right gift at the right price.



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SALES PROMOTION MANAGER

Philip L. Patterson

Asst. to Vice-President, Sales

Cecelia Santoro

ADV. SERVICE MANAGER

Madeleine Singleton

PRODUCTION MANAGER

Virginia New

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Chicago—C. E. Lovejoy, Jr., West-

ern General Manager; W. J. Carmichael, Western Advertising Director; John W. Pearce, Western Sales Manager; Thomas S. Turner, 333 N. Michigan Ave., Chicago 1, Ill., STate 2-1266; Office Mgr., Vera Lindberg.

Pacific Coast—Warwick S. Carpenter, 15 East de la Guerra, Santa Barbara, Calif., WOodland 2-3612.

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See reverse side for alphabetical index of Gift Suggestions—covering all items appearing in the pages of the Gift Gallery and the Advertisements in this issue.

This
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J. A.
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Jerry
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for



MRS. CARVER'S home-baked FRUITCAKE MINIATURES

FRUITCAKE MINIATURE PACKAGES WITH RUM SAUCE

Fruitcake Miniatures are individually baked perfect little fruitcakes, just the right size for serving. No messy cutting, crumbs, or waste. Ready to eat—like candy—all fruit and nuts. Same fruit, nut, etc. content as regular round cakes (described below). Each package contains an assortment of both LIGHT & DARK fruitcake miniatures plus a container of tempting rum spread sauce that is served hot or cold "buttered" on the fruitcake. A new, unusual GIFT that is sure to please.

Picture A—**SIZE No. 4** Fruitcake Miniature package (in Lazy Susan). Twenty-six delicious Miniatures are packed in this attractive bronze colored

Revolving LAZY SUSAN

This Lazy Susan will be used for many years to come. Package includes approx. 5 1/4 oz. rum spread sauce. 2 lbs. 5 1/4 oz. or more NET. \$7.65 ea. ppd.

QUANTITY DISCOUNTS

24-95: \$7.35 ea. 96 up: \$6.75 ea.

Picture B—**SIZE No. 1** FRUITCAKE MINIATURE package. Ten assorted light and dark Miniatures packed in a long, attractively decorated gift mailer. One ounce container of rum sauce included. 13 1/2 oz. or more NET. \$1.99 ppd. No quan. discounts.

Picture C—FRUITCAKE MINIATURE PACKAGES IN GIFT TINS, in 3 different sizes. Each package includes mixed light and dark MINIATURES with a container of rum spread sauce.

SIZE No. 2—18 Miniatures plus approx. 2 oz. rum spread sauce. 1 lb. 9 1/4 oz. or more NET. \$3.98 ea. ppd.

QUANTITY DISCOUNTS

24-95: \$3.80 ea. 96 up: \$3.50 ea.

SIZE No. 3—25 Miniatures plus approx. 2 3/4 oz. rum spread sauce. 2 lbs. 2 1/4 oz. or more NET. \$5.65 ea. ppd.

QUANTITY DISCOUNTS

24-95: \$5.35 ea. 96 up: \$4.90 ea.

SIZE No. 5—42 Miniatures plus approx. 4 1/2 oz. rum spread sauce. 3 lbs. 9 1/4 oz. or more NET. \$8.95 ea. ppd.

QUANTITY DISCOUNTS

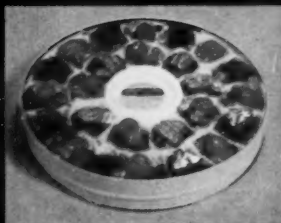
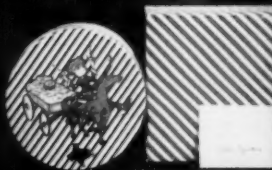
24-95: \$8.50 ea. 96 up: \$7.80 ea.



PICTURE B
NO. 1 SIZE FRUITCAKE MINIATURE PKG.
WITH RUM SAUCE

PICTURE D (BELOW)
GIFT PACKED IN BEAUTIFUL TINS

PICTURE A (ABOVE)
NO. 4 SIZE MINIATURE FRUITCAKES PACKED IN LAZY SUSAN



PICTURE C
FRUITCAKE MINIATURES PACKED
IN GIFT TIN, IN 3 SIZES

PICTURE E
DARK CAKE—REG. ROUND, IN GIFT TIN

PICTURE F
LIGHT FRUITCAKE—REGULAR ROUND CAKE IN GIFT TIN

HISTORY
This fruitcake is actually home-baked and is the world's finest. It is baked from an age old family recipe of Mrs. J. A. Carver, Houston, Texas. Mrs. Carver originally started her fruitcake business in the kitchen of her home to help pay for the college expenses of her son, Jerry. The public received her cakes so enthusiastically that today Mrs. Carver enjoys national sales and reputation for "the world's finest fruitcake."



Picture E—DARK FRUITCAKE, with pure 93 score creamery butter. An ultra-quality blend of 84% fancy fruits and nuts—mostly tender PINEAPPLE, juicy CHERRIES, and tasty PECANS. The dark is extra rich... loaded with spices and genuine 20-year-old brandy and rum. A sprinkling of figs and black molasses are added for that "old fashioned" home baked flavor. No fillers... no raisins, no currants.

Picture F—LIGHT FRUITCAKE in "Butter Batter." Extra rich fruit and nut confection. You taste all the delicious natural flavors of big Texas PECAN HALVES, French imported CHERRIES, Cuban and Hawaiian PINEAPPLE and pure 93 score creamery butter. A touch

of coconut adds an unusual, delicious flavor. No rum, molasses, or spices. Ultra-quality... 84% fruit and nuts. No fillers what-so-ever... no raisins or currants.

PRICES—LIGHT OR DARK FRUITCAKE

SIZE	PRICE each cake	QUAN. DISCOUNTS	
		24-95 cakes	96 cakes up
#1 (14 oz)	\$1.99	\$1.99	\$1.99
2 lb.	\$3.98	\$3.80	\$3.50
3 lb.	\$5.65	\$5.35	\$4.90
5 lb.	\$8.95	\$8.50	\$7.80

ORDER ONE CAKE... OR 1,000

GIFT SERVICES FREE

SEE PICTURE D

- Gift packed in gift tin and in special stripped mailing carton.
- Greeting card signed as you request it.
- PREPAID parcel post shipment to any point in the continental U.S.A.
- Guaranteed delivery.

ORDER NOW!

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OR 2-8247



*Massive decoration is used to illustrate the fruit and nuts inside the cake

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